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LOCATION CRITERIA FOR OVERNIGHT TOURIST BUSINESSES

By

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A THESIS

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SUPPLEMENTARY MATERIAL

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INTRODUCTION

In order to fill the ever growing demand for overnight accommodations in Michigan, large numbers of businesses of the overnight cabin type (hereinafter referred to as motor courts) have been constructed. They have been built faster and in greater numbers since the end of World War II than at any time in Michigan history. This is a relatively new type of business enterprise¹ and no complete, well authenticated library of information has been accumulated regarding it. To a large extent, those entering the business are pioneers--relying on their own native ability and judgement regarding the facilities they were providing. They had no unbiased, reliable source of information to guide them in the development of their piece of land. To help fulfill these needs, some research has been accomplished for the purpose of giving sound information on the subject of location. According to H. B. Love, "The choice of the right location is probably the most important single element in the establishment of a motor court."² Location--spatial aspect--situation--these terms are to be explored and investigated in order to formulate a criteria for location. The problem of location will be considered from three different aspects: the physical, the economic, and preferences of the vacationing public.

¹Harry Barclay Love, Establishing and Operating a Year-Round Motor Court, U. S. Department of Commerce, 1945, p. 1.

²Ibid., p. 5.

OBJECTIVE OF THE THESIS

The objective of this study is to formulate a specific and adequate set of criteria which can be used by a prospective operator of a motor court in finding a profitable location and in evaluating any likely location he may be considering for such use.

EARLY HISTORY OF THE RESORT BUSINESS IN MICHIGAN

It is felt that some consideration of the history and development of this industry would be of value. An appreciation of what has happened before enriches one's viewpoint and gives dignity and understanding to the task of providing lodging and comforts for the highway traveler.

(The origins, generally, of the first summer resorts in northern Michigan date back to lumbering times, and in not a few cases, indeed, lumbermen themselves were the founders."¹) (Thus we see that our present vast outdoor recreational development really began during the lumbering era.) (The biggest period of lumbering took place between 1850 and 1890.)² Mackinac Island was the first place where travelers tarried for short stays before moving on. Poet and editor William Cullen Bryant who stopped at Mackinac in 1846 writes "The fate of Mackinac is to be a watering place.

¹Wilber O. Hedrick, The Recreational Use of Northern Michigan Cut-Over Lands, (Michigan Agri. Exper. Sta. Bulletin No. 247, 1934), p. 37.

²Harold Titus, The Land Nobody Wanted, (Michigan Agri. Exper. Sta. Bulletin No. 332, 1945), p. 7.

People already begin to repair here for rest and refreshment from the southern borders of Lake Michigan."¹ Many other beauty spots further to the south also attracted vacationers at an early date. Hedrick relates, "Bay View, on Little Traverse Bay, one of the best known of Michigan summer places, was begun in 1876, and at the same time the nearby Wequetonsing resort was started, and Lakeside resort on Higgins Lake and Old Mission resort on Grand Traverse Peninsula, also were founded. Harbor Point was begun in 1880, and the Belvedere and Chicago Club resorts at Charlevoix and the Columbus Beach resort at Indian River, were of the same date. (Another cluster of resorts began in the nineties,) some of them of no little fame at the present day. Such resorts as Epworth Heights (1895), Crystalia (1895), Roaring Brook (1891), Topinabee (1890), Mullet Lake (1890), Odin (1895), and Walloon Lake (1890) had their origins at this time."² Along the west shore of the lower peninsula were a considerable number of resort centers before the turn of the century. Some of these were at Onkama, Ludington, Grand Haven, Macatawa, South Haven, Benton Harbor, St. Joseph, Union Pier, New Buffalo, and Sodus. On the east side of the state, the St. Clair "flats," Algonac, and Port Huron attracted summer visitors and sportsmen.

¹E. O. Wood, Historic Mackinac, Vol. II, p. 401.

²Wilber O. Hedrick, The Recreational Use of Northern Michigan Cut-Over Lands, (Michigan Agri. Exper. Sta. Bulletin No. 247, 1934), p. 37.

During the era of big lumbering in the northern part of the lower peninsula lands were rapidly depleted of timber. But when the plow did not follow the axe, landowners began to realize some other use of the land was necessary. Harold Titus tells the story:¹ "All of a sudden discouraged and distraught men in the upper counties began to realize that those cut-overs were producing an annual crop and had been for some time. It was a crop unaffected by drought or untimely frost or pests or plant diseases. Furthermore, it was a crop which needed a minimum of tending by individuals and no transport to get it to market.

Now, the tourist was not new to Michigan, although he was not so designated in earlier days. (Since before the Civil War certain Michigan localities had been famed as summering places.) Mackinac Island was the first, (and through the decades the summer resorter had become a familiar part of the seasonal picture along the shores of all the Great Lakes and on many of the larger inland waters.)

(Nor was the non-resident hunter and fisherman a stranger in the upper counties.) Even before second growth struggled up to recloak the banks of the major rivers and fish-productive lakes club houses and individually owned cabins had appeared. Many a settler in the back country had augmented his cash income by accommodating and rendering

¹Harold Titus, The Land Nobody Wanted, (Michigan Agri. Exper. Sta. Bulletin No. 332, 1945), p. 13.

services to grouse, duck and deer hunters. One of the first land exchanges made to block up Forest Reserves was with the Turtle Lake Club (deer hunting) in Alpena county (1884) which was consolidating thousands of acres and becoming an increasingly large tax payer as its holdings expanded and buildings were erected." Other early sportsmen's clubs were the Fontinalis Club in Otsego and Cheboygan counties (1911) and the Point Mouillet Club in Wayne and Monroe counties started in 1875. The Fontinalis Club was principally for fishermen and the Point Mouillet Club for duck hunters.¹

Most of the historical sketch so far has concerned the lower peninsula. (The upper peninsula, which includes Mackinac Island, has also had a most interesting history of resort development. In a personal letter² Mr. George E. Bishop writes, "Tourists really started coming to the Upper Peninsula of Michigan from England, New York, Pennsylvania, and Cleveland. They arrived at Mackinac Island, according to historical notes, about the time when the British took that fort over from the French (1781).) Small groups of people largely related to or interested in the life accorded the people on the island comprised the first visitors. They later on, following the discovery of iron and copper, rich people, capitalists, enamored with the stress of wealth, came by sailing boat.

¹I. H. Bartlett, Game Division, Michigan Department of Conservation, personal interview, 1949.

²George E. Bishop, Secretary-Manager, Upper Peninsula Development Bureau, Marquette, Mich., personal letter to author, 1947.

Some of these families settled at Houghton, Copper Harbor, Marquette and descendants of them still make their summer homes here, now in the fourth generation.

These groups were small, of course. In 1879 and 1880, with the opening up of rail transportation from Detroit north to Sault Ste. Marie, Marquette, and on to Duluth and from Chicago to Menominee, Escanaba, and Ironwood, there were groups of people who believed that the Upper Peninsula had an immense tourist possibility.) The Grand Hotel on Mackinac Island, the White House Hotel and cottages on the southern end of Lake Gogebic, and the Superior Hotel (no longer standing) at Marquette were financed in part by corporate groups who looked forward to attracting tourists who would take advantage of boat and rail facilities. (It was not until after 1921, when cars found their way into private ownership and highway improvement programs were initiated, that the real development of resort facilities began to take place.)"

Resort development was started in the Les Cheneaux Islands in 1888¹, in an area called "Les Cheneaux Subdivision." The resort was opened for members and their families in July 1890.

Spas or health resorts were another form of early recreational use of land in Michigan. Probably the earliest

¹Frank R. Grover, A Brief History of Les Cheneaux Islands, p. 38.

resort of this kind was at St. Louis. Settled in 1853¹ St. Louis, while still an unincorporated village, became known as a spa and health resort. A rather unique discovery of healing waters there was responsible for this development. Writers on the W.P.A. "Michigan Guide"² give us this explanation: "The therapeutic quality of its water was discovered when an old drummer observed that washing his hands in the water relieved the rheumatism in his wrists. News of the cure spread, and those afflicted with rheumatism and similar ailments flocked to St. Louis or ordered shipments of water." Another health resort was at Spring Lake. The mineral springs there which were supposed to have curative powers drew visitors starting in 1870. A small piece of steel which has been immersed in this water becomes so magnetized that it will pick up small pieces of metal.³ Mt. Clemens also became well known as a health resort before the turn of the century.⁴

Some mention should be made of the early beginnings of the "grass root" organizations which have, almost from the outset, advertised the vacation lures of Michigan. Oldest of these is the Detroit Convention and Tourist Bureau organized

¹Michigan A guide to the Wolverine State, Writers' Program, Work Projects Admin. in the State of Michigan, 1940, p.446.

²Ibid., p.446.

³Ibid., p.422

⁴Ibid., p.460

in 1895¹. Its name was later changed to the Detroit Convention Bureau and the Southeastern Michigan Tourist and Publicity Association. In 1910 the Northeastern Michigan Development Bureau was started. It had 94 members and was primarily established to promote settlement of farm lands. Subsequently it was known as the East Michigan Tourist Association. The Upper Peninsula Development Bureau was organized in 1911 to encourage agriculture and to advertise the region as a summer playground. The West Michigan Tourist and Resort Association was an outgrowth of the West Michigan Development Bureau organized in 1917.²

DEVELOPMENT OF THE MOTOR COURT INDUSTRY

Motor courts, as we know them today, are an outgrowth of the crude cabins which appeared along the highways before 1920. Franklin M. Reck gives some history.³ "You might say that 1919 was the beginning of the modern automobile age. It marked the passing of the linen duster, visored cap, and goggles. It marked the beginning of the greatest car and highway building age the world has ever seen. Something had to be done to accommodate the motor campers, and at first towns set aside camping areas. Then a few enterprising farmers began to build cabins, and before long tourist courts blossomed

¹Michigan A guide to the Wolverine State, Writers' Program, Work Projects Admin. in the State of Michigan, 1940, p.87.

²Ibid., pp. 87-8.

³Franklin M. Reck, A Car Traveling People, p. 8.

out." In these early days, tourists, driving their model "T" Fords, Oldsmobiles, and Durants came riding along, their running boards packed with tents, cooking paraphernalia, groceries and fishing tackle. They wanted a place to stop overnight where the tent could be conveniently pitched and cooking could be done. The first "facilities" provided for them was a small cleared area and a well and outhouse. The next step was the construction of a wooden tent floor. From here, conveniences evolved into wooden sides for the tents and finally into a single walled frame or log "cabin." Usually cast off furniture from somebody's attic was used and only the barest essentials were provided. Mr. Titus describes the beginnings of this new industry in Michigan:¹

"But this century's second decade brought the realization that the hunter, the fisherman, the builder of taxable property for seasonal, recreational use were important economic factors. This realization that these unwanted lands could produce an almost certain annual crop came because good agricultural land down in southeastern Michigan was going into unheard-of uses. Instead of lusty corn and wheat and beans, new factories were growing on the outskirts of cities. These factories were producing automobiles in ever increasing numbers. The automobile manufacturers were turning their talents to the chore of helping make the

¹Harold Titus, The Land Nobody Wanted, (Michigan Agri. Exper. Sta. Bulletin No. 332, 1945), p. 13.

public good-roads conscious so their product would come swiftly into general use. The implications of the changes in travel habits the automobile was to bring did not penetrate the understanding of the upper country at once. All those idle or, at best, slowly producing acres of public land still stared a glum up-state public in the face when family touring by motor car became the newest thing to do. The only immediate economic benefits from the young forest reserves that could be discerned came in the form of seasonal employment for a few natives who built fire lanes and planted seedling pines. But these workers occasionally looked up from their toil to see a Tin Lizzie bearing hunters or fishermen go by on a sand trail that had never been traversed before by any vehicle more comfortable or swift than a horse drawn lumber wagon. A new day was dawning, unheralded and unsung."

From these pioneering days, the simple one room cabin has evolved into the new de luxe motor court of today having rooms of beautiful modern design, expertly decorated and tastefully furnished. Complete baths with hot and cold running water and tiled walls are a far cry from the old pitcher pump and outhouse. Conveniences and facilities are comparable to the best hotel accommodations. Mr. Bishop¹ gives some interesting observations on the growth of this

¹George E. Bishop, personal letter to the author, 1947.

motor court industry: "The establishment of state owned ferries (across the straits of Mackinac) in 1923 and the opening up of the highway U. S. 27 from Grayling and Gaylord north to the straits gave additional impetus. From 1921 up until 1929 it was the continuous advertising of the four grass root organizations, such as ours in Michigan, gradually and from time to time augmented by advertising of transportation interests, advertising support by chambers of commerce, and the resorts themselves that gradually built up the volume of patronage to northern Michigan. The records show that in 1916 twenty-one automobiles crossed the Straits of Mackinac. They had to be loaded on flat cars at Mackinaw City and shipped as so much freight by rail across the Straits. If you will ask the State Highway Department for a year by year record of cars passing the Straits of Mackinac from 1923 to the present time, you will have a fairly accurate barometer as related to the steady growth of tourist patronage to the Upper Peninsula. And may I say for the most part the expansion of facilities and improvement of facilities and services has kept pace with the volume of patronage.

There was a slackening due to the war period (1942-5) and priorities imposed but this year, in response to the post-war demand for more facilities and better facilities, there will be a further expansion in the development of all types of housing facilities and services in our region."

Table 1

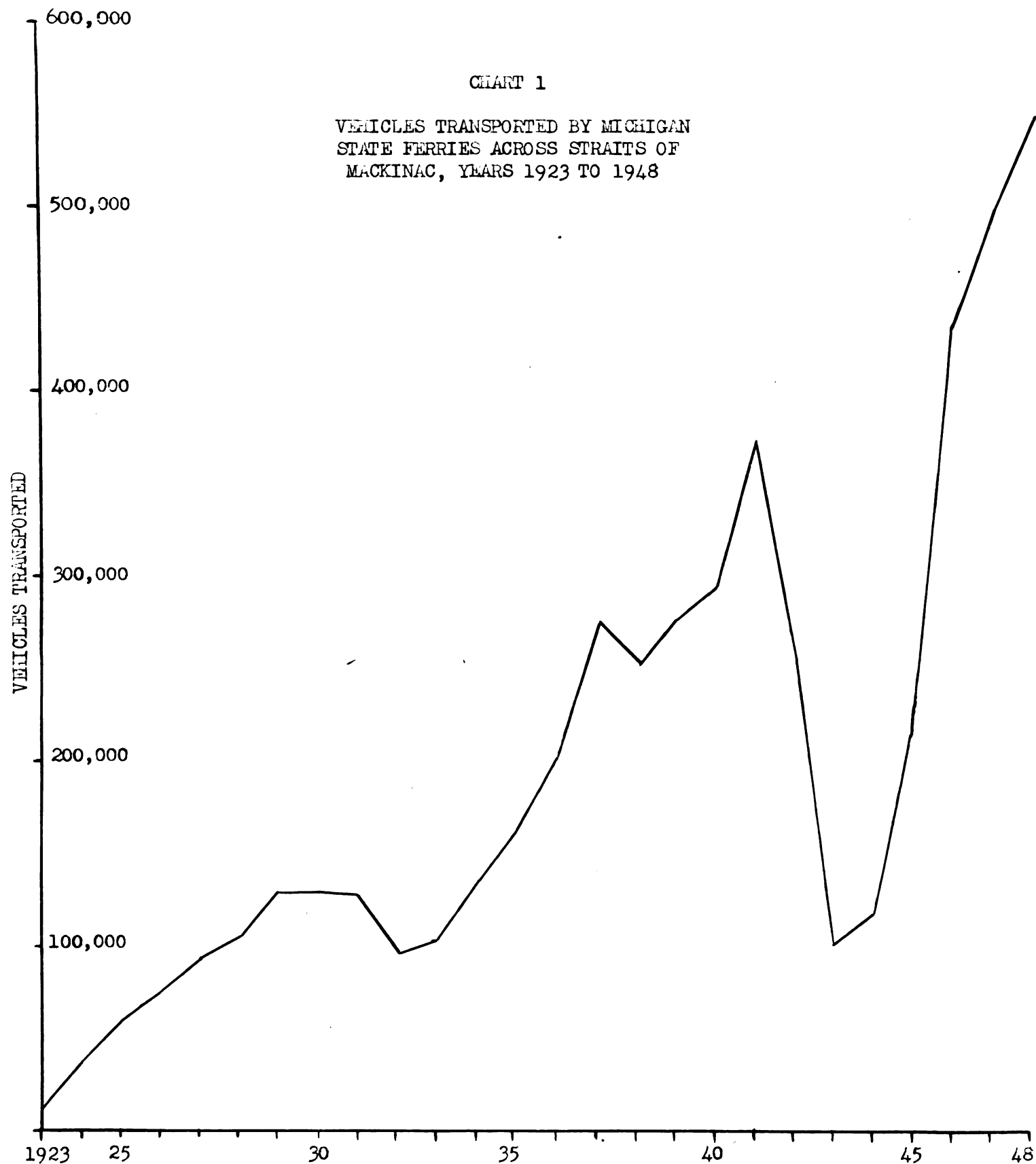
Vehicles transported by Michigan State ferries across Straits
of Mackinac, 1923--48.¹

Year	Vehicles	Year	Vehicles
1923	10,351	1936	206,087
1924	38,468	1937	274,749
1925	59,484	1938	255,068
1926	75,179	1939	280,243
1927	92,963	1940	296,762
1928	107,516	1941	372,844
1929	130,942	1942	261,398
1930	132,633	1943	105,211
1931	129,858	1944	121,596
1932	99,121	1945	216,783
1933	107,170	1946	440,321
1934	138,302	1947	501,109
1935	164,848	1948	552,404
		Total	5,171,410

¹Data from Finance Division, Michigan State Highway Department, 1949.

CHART 1

VEHICLES TRANSPORTED BY MICHIGAN
STATE FERRIES ACROSS STRAITS OF
MACKINAC, YEARS 1923 TO 1948



Development of the motor court was synonymous with the growth of the automobile industry. Widespread ownership of cars brought recreational travel to the common man. This in turn resulted in a quickly growing demand for overnight tourist accommodations. Table 1 and chart 1 have shown how this travel grew in the records of cars carried by the Michigan State ferries across the Straits of Mackinac. Table 2 and chart 2 illustrate the tremendous growth of automobile manufacturing in the United States since 1900.

Keeping pace with the production of passenger cars was the building of roads. In 1919 Oregon passed the first state gasoline tax in history¹, thereby finding a way to raise money to construct roads. Most states organized highway departments by 1920. The Michigan State Highway Department was created in 1905.² There were about 2700 cars in Michigan in 1905, paying a 50¢ annual licence fee.³ Charts 3--10 show the extent to which money has been poured into highway construction in Michigan.⁴ "Governments in the state have raised more than two billions of revenues in the support of roads and streets since these have been improved and maintained to accommodate motor

¹Franklin M. Reck, A Car Traveling People, p. 7.

²Michigan A guide to the Wolverine State, Writers' Program, Work Projects Admin. in the State of Michigan, 1940, p. 58.

³Ibid., p. 58.

⁴Financing Michigan Highways Roads and Streets 1910--1946, Michigan State Highway Department, 1947, pp. 3-70.

Table 2

Passenger Car Production in the United States, 1900--48.¹

Year	Cars produced	Year	Cars produced
1900	4,912	1925	3,735,171
1901	7,000	1926	3,783,987
1902	9,000	1927	2,936,533
1903	11,235	1928	3,815,417
1904	22,130	1929	4,587,400
1905	24,250	1930	2,784,745
1906	33,200	1931	1,973,090
1907	43,000	1932	1,135,491
1908	63,500	1933	1,573,512
1909	123,900	1934	2,177,919
1910	181,000	1935	3,252,244
1911	199,319	1936	3,669,528
1912	356,000	1937	3,915,889
1913	461,500	1938	2,000,985
1914	548,139	1939	2,866,796
1915	895,930	1940	3,717,385
1916	1,525,578	1941	3,779,682
1917	1,745,792	1942	222,862
1918	943,436	1943	139
1919	1,651,625	1944	610
1920	1,905,560	1945	69,532
1921	1,468,067	1946	2,148,677
1922	2,274,185	1947	3,297,331
1923	3,624,717	1948	3,899,605
1924	3,185,881		

¹Automotive and Aviation Industries, March, 1947 and Jan. 1949.

CHART 2

PASSENGER CAR PRODUCTION
IN THE UNITED STATES,
YEARS 1900 TO 1948

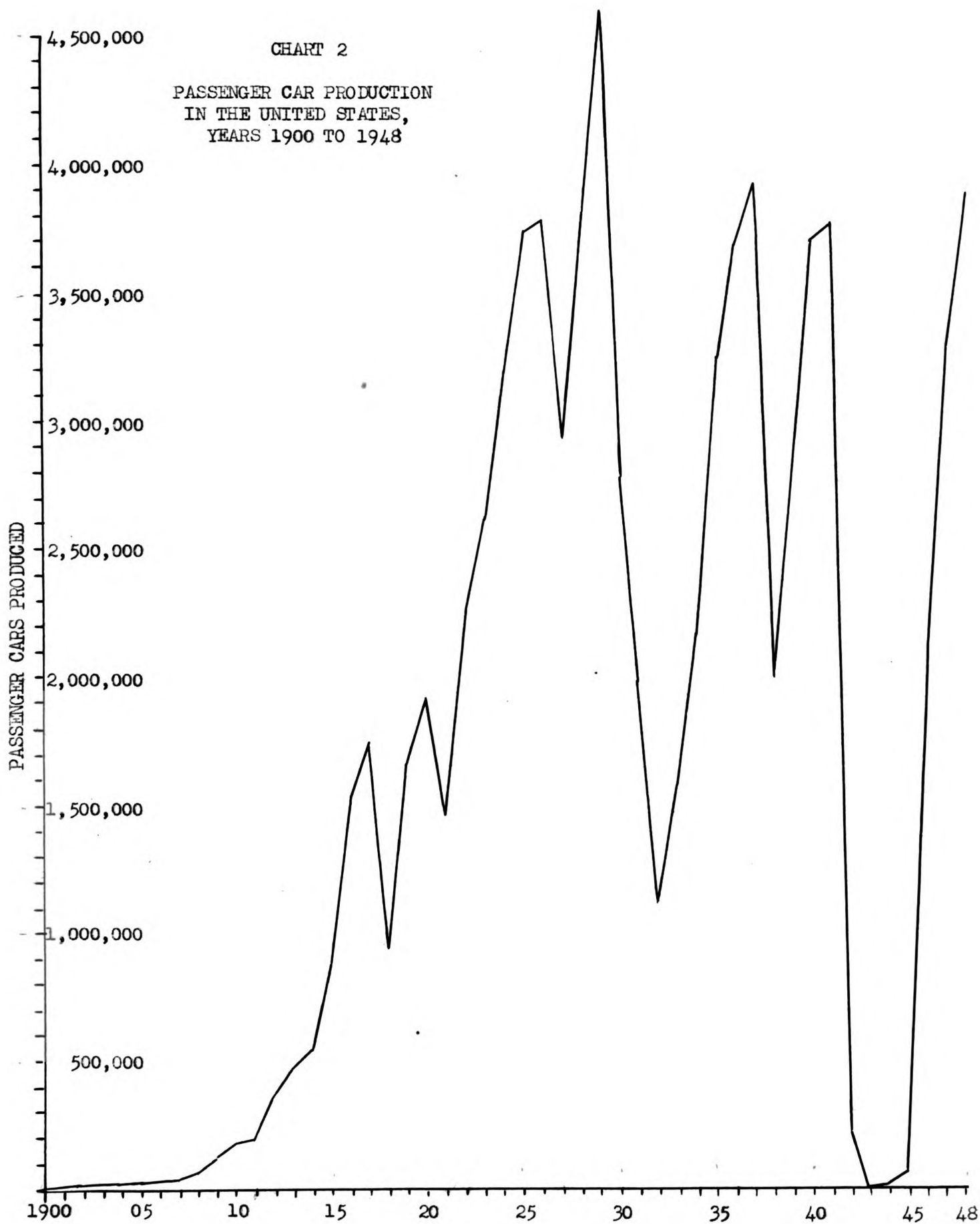


CHART 4

FUNDS AVAILABLE FOR ALL ROADS AND STREETS IN MICHIGAN
 PERCENT OF ANNUAL TOTAL DERIVED FROM EACH OF THREE PRINCIPAL SOURCES
 AT SIX-YEAR INTERVALS BETWEEN 1910 AND 1946

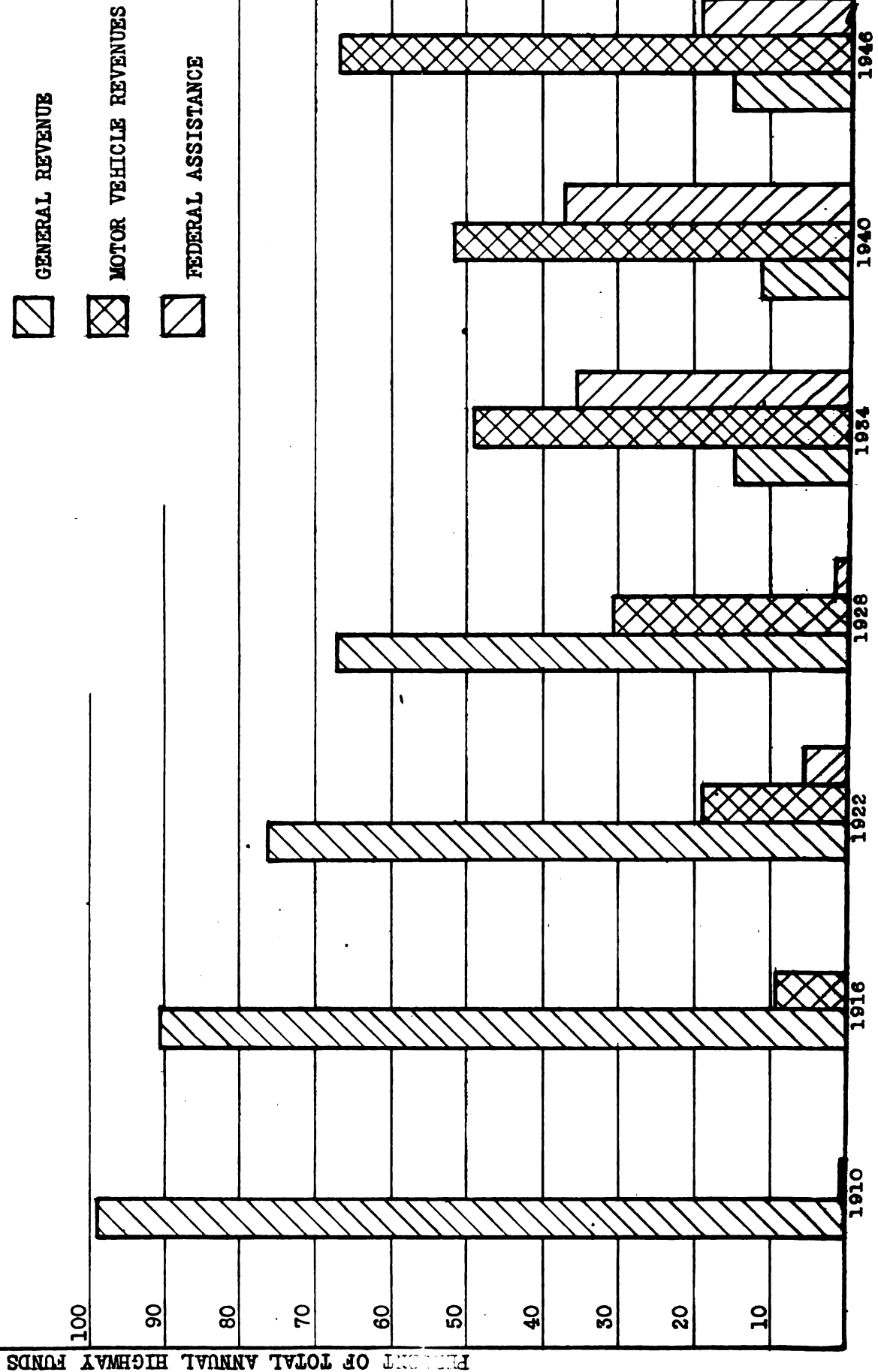


CHART 5

MOTOR VEHICLE HIGHWAY REVENUE IN MICHIGAN
PERCENT OF TOTAL DISTRIBUTED TO AND EXPENDED BY GOVERNMENTAL UNITS
PERIOD 1910 TO 1946

DISTRIBUTION - PERCENT OF TOTAL MOTOR VEHICLE REVENUE

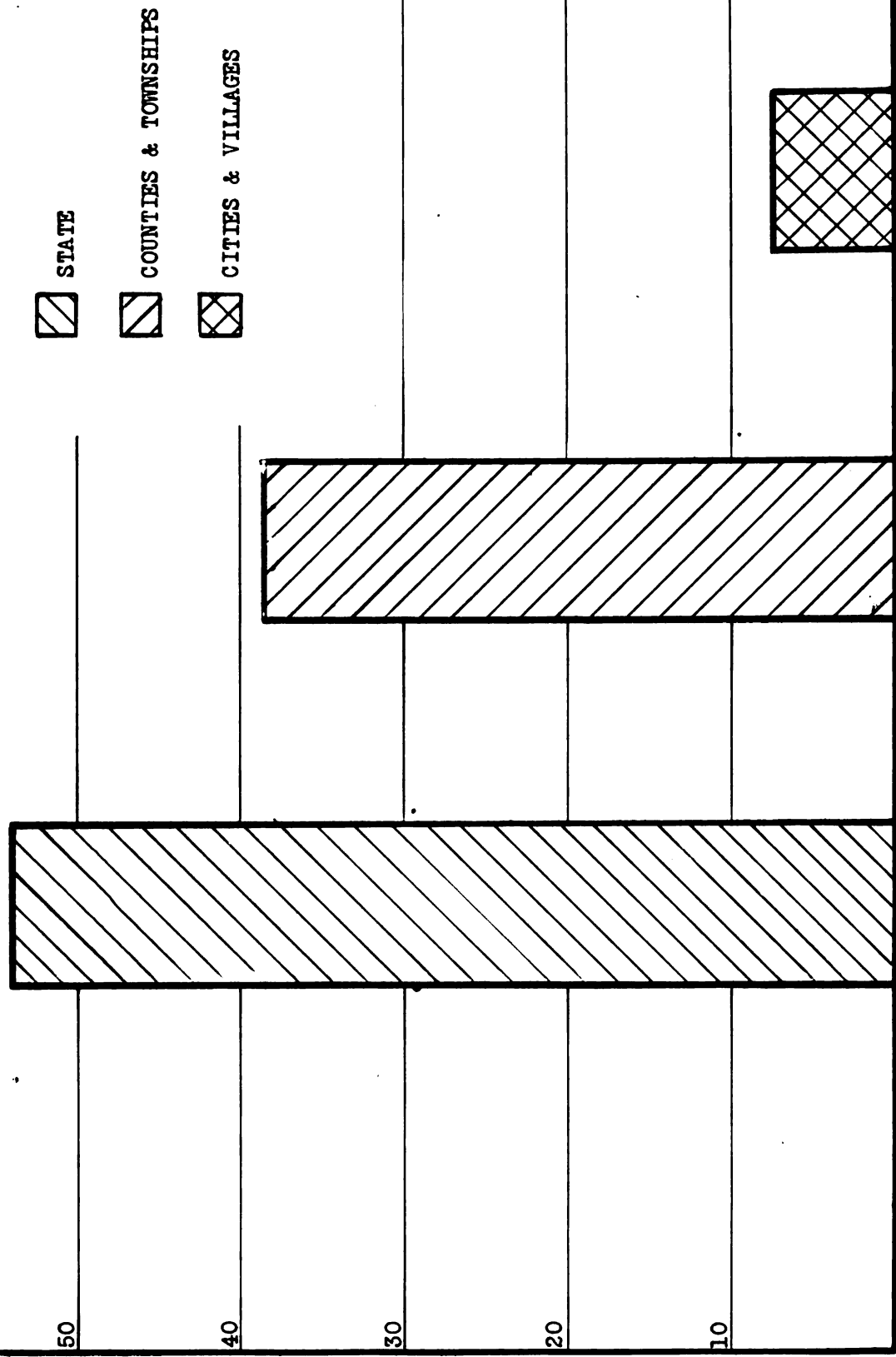
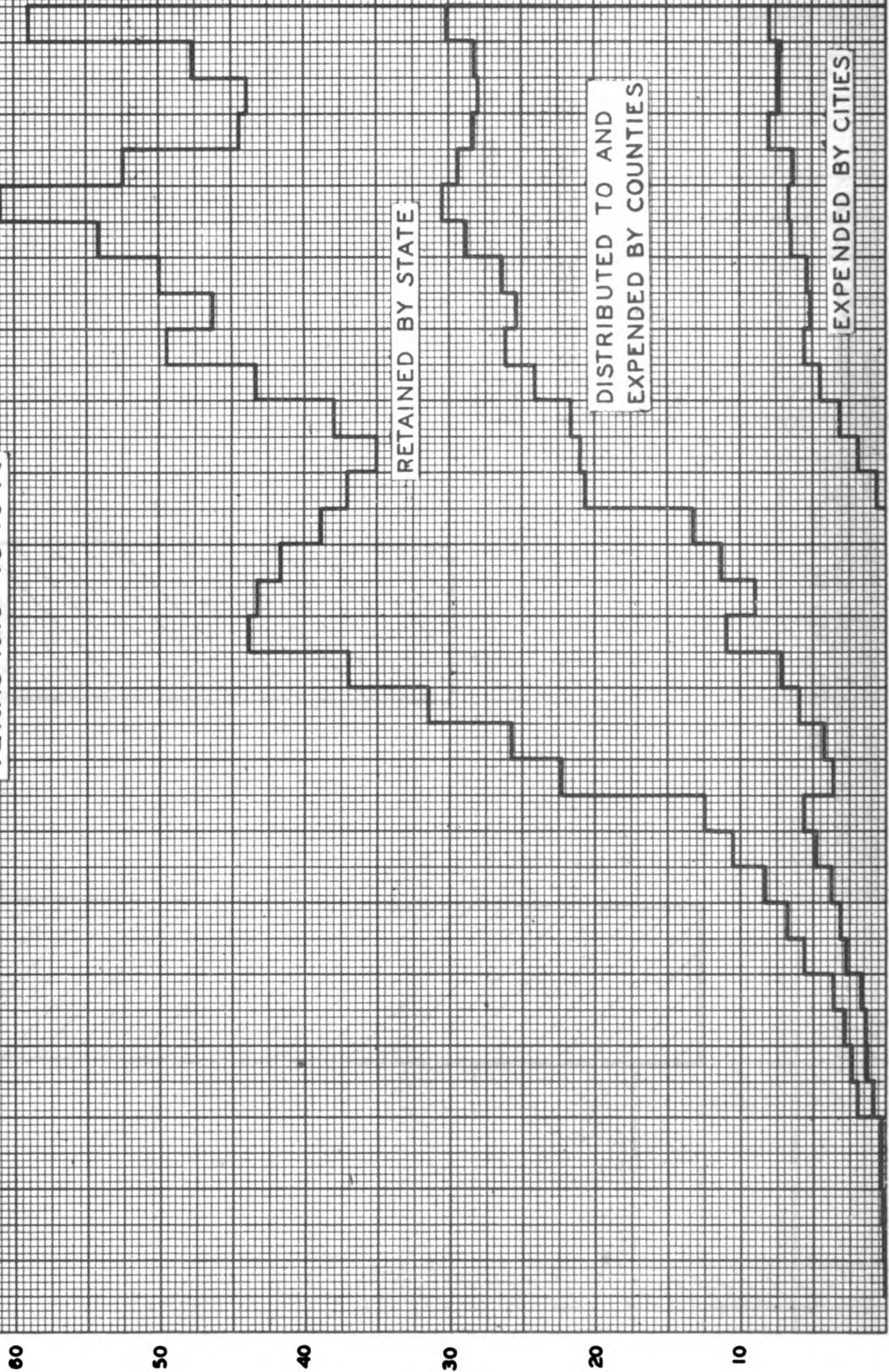


CHART 6

MOTOR VEHICLE NET REVENUE FOR HIGHWAYS IN MICHIGAN
TOTAL RECEIPTS AND DISTRIBUTION TO LOCAL GOVERNMENTS

YEARS 1910 TO 1946

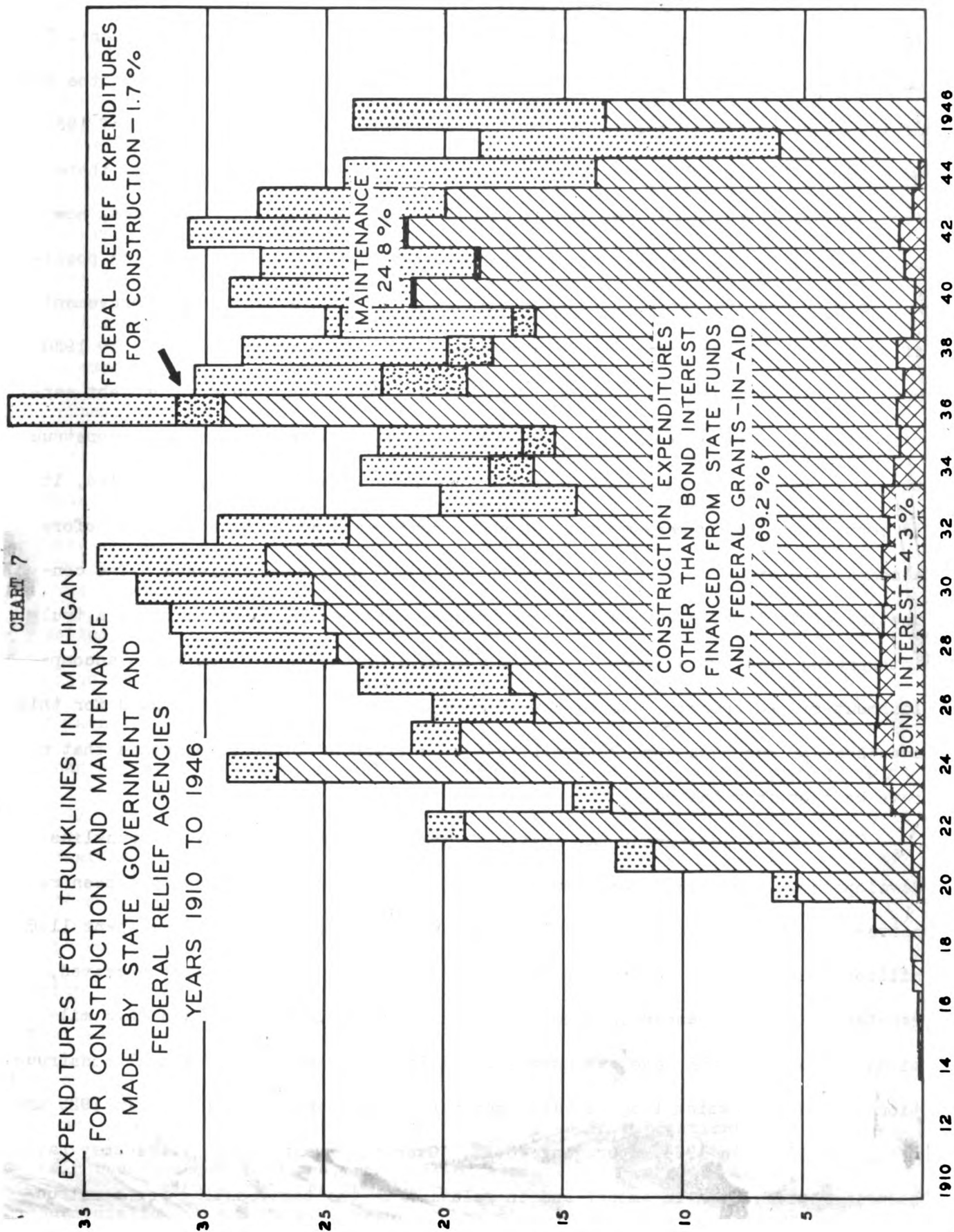


MILLIONS OF DOLLARS

1910 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46

CHART 7

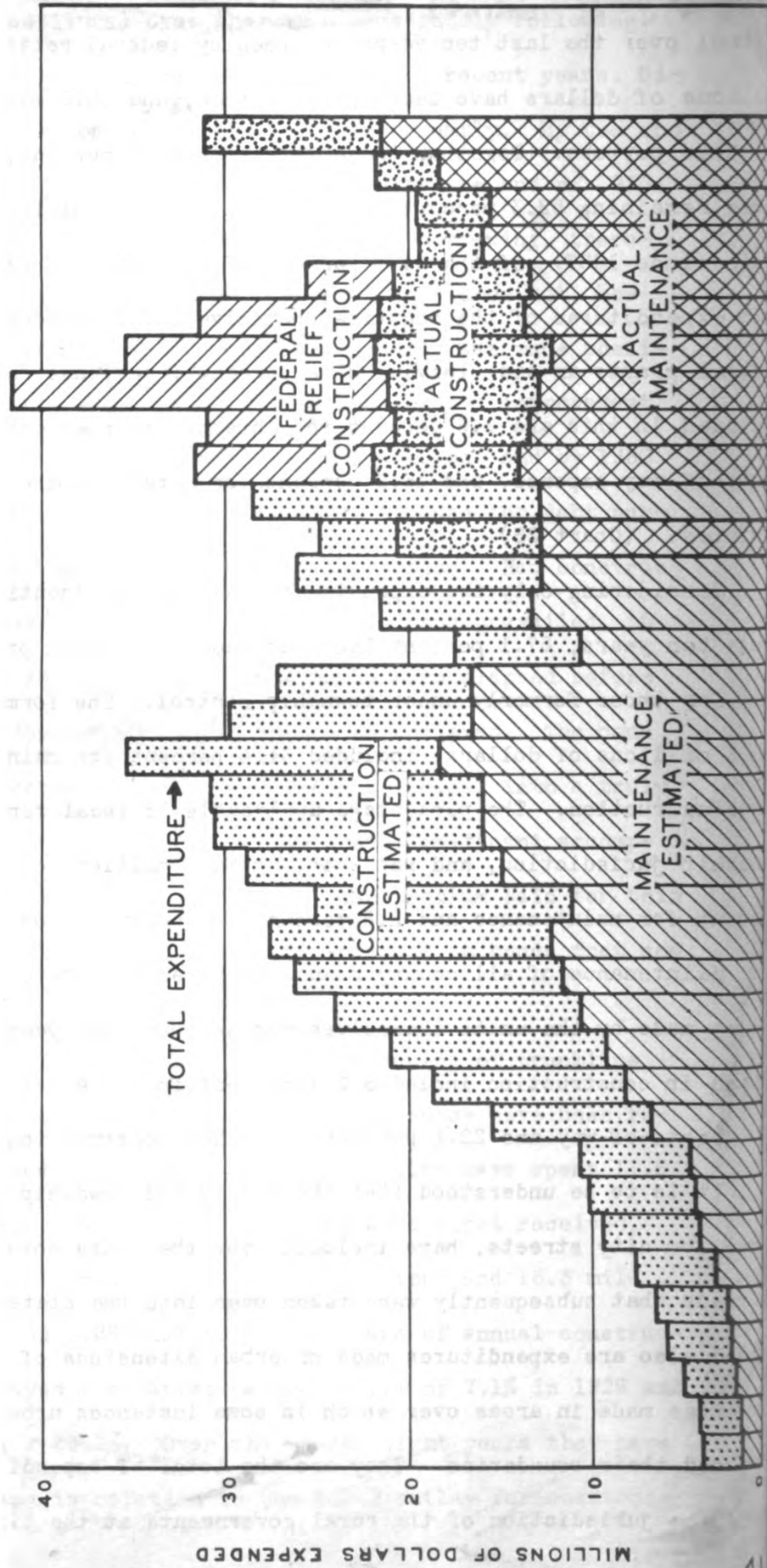
EXPENDITURES FOR TRUNKLINES IN MICHIGAN
FOR CONSTRUCTION AND MAINTENANCE
MADE BY STATE GOVERNMENT AND
FEDERAL RELIEF AGENCIES
YEARS 1910 TO 1946



MILLIONS OF DOLLARS

CHART 8

COUNTY AND TOWNSHIP HIGHWAY EXPENDITURES IN MICHIGAN
 BY THE UNITS THEMSELVES AND BY FEDERAL AGENCIES
 FOR CONSTRUCTION AND MAINTENANCE
 FROM RECORDS AND ESTIMATES BASED UPON NATIONAL CRITERIA
 YEARS 1910 TO 1946



MILLIONS OF DOLLARS EXPENDED

CHART 9

WEIGHT TAX RECEIPTS IN MICHIGAN
FROM PASSENGER CARS, TRUCKS AND TRAILERS
YEARS 1917 TO 1946

RECEIPTS - MILLIONS OF DOLLARS

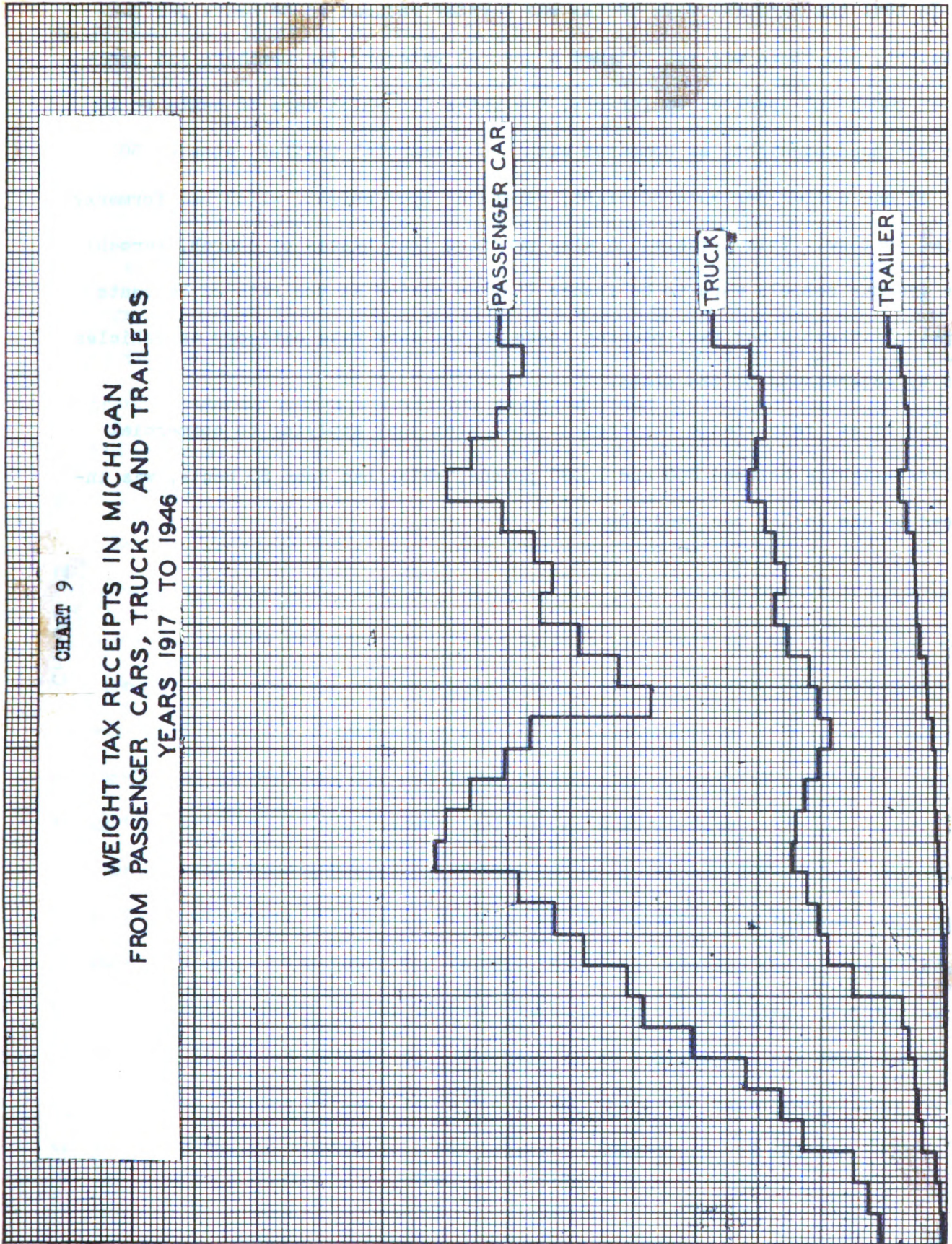
PASSENGER CAR

TRUCK

TRAILER

1917 19 21 23 25 27 29 31 33 35 37 39 41 43 45 1946

18 16 14 12 10 8 6 4 2



In 1941 the rate for farm trucks was further reduced to 35 cents per hundredweight, and there was established a special category for trailers and semi-trailer owned and operated by farmers, the rates for which were 35 cents to 50 cents per hundredweight, as compared with the commercial trailer rates of 50 cents or one dollar per hundredweight, depending upon weight, which had formerly applied to them. This legislation also provided that busses of church, parochial or grammar schools were to be issued license plates at the rate of 50 cents per pair, without other tax, placing these in the same rate category as vehicles owned by governments of the state.

The latest rate change occurred in 1945 when that applying to commercial trailers weighing between 500 and 1,000 pounds, which had been 50 cents, was increased to one dollar per hundredweight.

6. HIGHWAY-USER TAXATION IN OTHER STATES

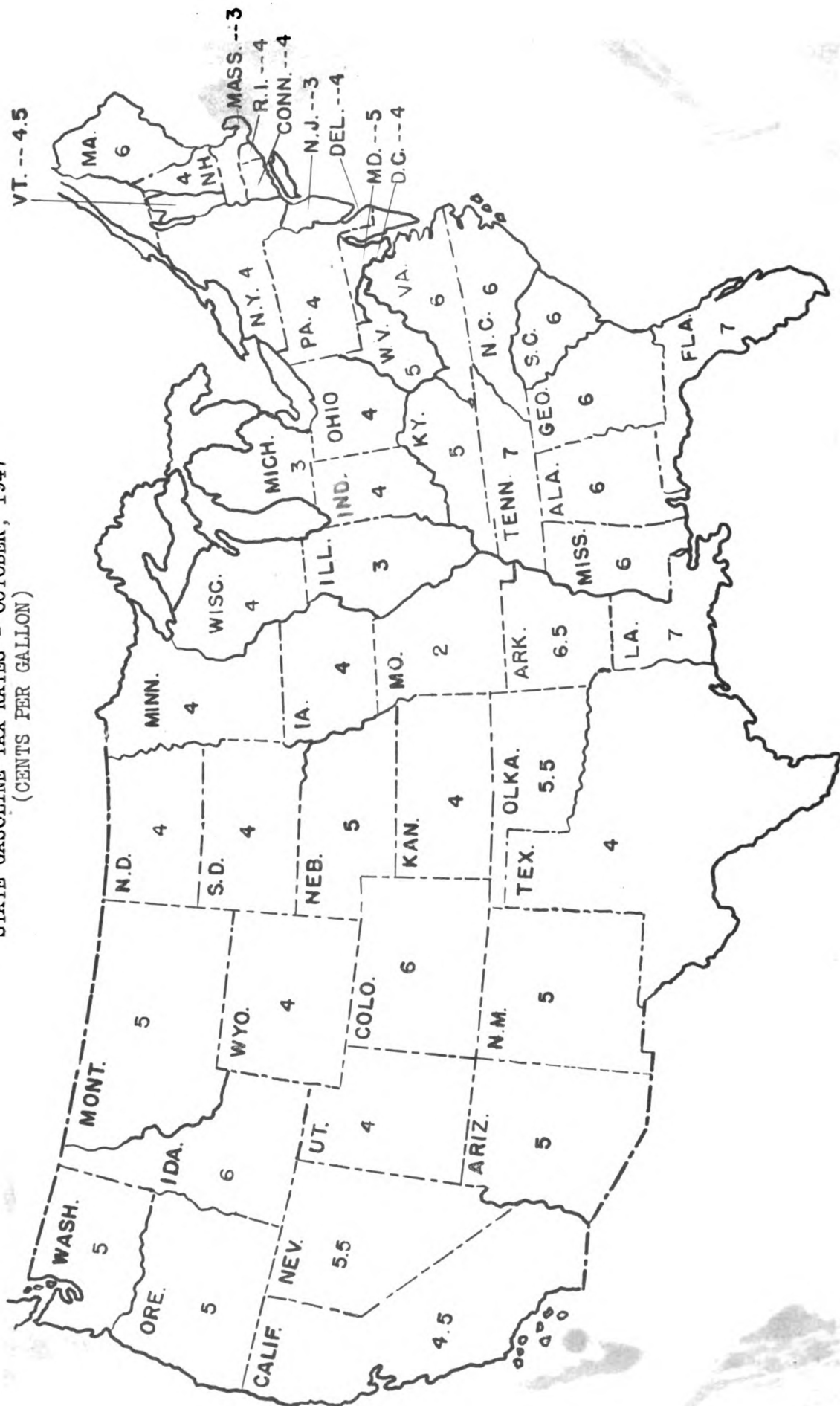
At this time gasoline tax rates are higher in 43 states, and in the District of Columbia, than in Michigan. Only Missouri, with 2 cents per gallon, has a lower rate, and four states in all have a 3-cent rate. (Chart 35)

Variations in motor-vehicle tax rate structures among the states make simple comparisons of other than motor-fuel taxes generally impracticable. However, by the application of tax rates to specific vehicles and for fixed mileages, the taxes that would be paid in each of the states can be determined and comparison of these serves to indicate a state's taxation level in respect to other states or the national average. The state of Kansas made such a study and released the data in 1946.

Based upon these data, with motor fuel tax rates as of July 1, 1947, Michigan's weight, motor-fuel, carrier ton-mile, and total taxes have been compared with the nationwide averages pertaining to passenger cars of two weights, a $4\frac{1}{2}$ -ton tractor and semi-trailer contract carrier, a 9-ton tractor and semi-trailer common carrier, and a 37-passenger bus in interstate service. Data were not given permitting comparisons for non-farm, non-carrier commercial vehicles. In this study the District of Columbia was included as a 49th state.

Except for passenger car weight tax, which is 17% and 20% higher, weight, motor-fuel and ton-mile taxes in Michigan on all vehicles are substantially below national averages. The total tax is well below that average for all vehicles. Motor-fuel tax is 64.6% of the national average for all vehicles. Weight tax varies between 74.9% and 120.2%, ton-mile tax, which applies in less than one-third of the states, varies between 19.6% and 26.4%, and total taxes range from 57.3% and 71.2% of the respective national average. (Charts 36, 37, 38 and 39.)

CHART 10

STATE GASOLINE TAX RATES - OCTOBER, 1947
(CENTS PER GALLON)

vehicles principally. Taxes on property and those on motor vehicles have contributed substantially equal amounts. Assistance from the federal government through cash grants-in-aid and emergency relief expenditures account for 15.6 percent of the total of 2.4 billions from all sources."¹ The federal government has assisted states build highways since 1917. In that year, the federal government paid out \$2,915,283 to the various states for this purpose.² Michigan has received \$376,000,000 in federal funds for highway development since 1917.³ Michigan has about 92,000 miles of rural highways. About 9,000 miles are part of the State and Federal trunk-line system.⁴

Expansion of the motor court business has taken place in a similar manner to that of the automobile industry and the building of roads. In 1922 there were some 600 "tourist courts" in the United States.⁵ By 1940 there were 13,521 courts doing an annual business of \$3,700,000.⁶ The 1940 Census of Business⁷ lists 236 motor courts in Michigan, having a total of 3,061 cabins and 3,493 rooms.

¹Financing Michigan Highways Roads and Streets 1910--1946, Michigan State Highway Department, 1947, p. 1.

²Franklin M. Reck, A Car Traveling People, p. 7.

³Financing Michigan Highways Roads and Streets 1910-1946, Michigan State Highway Department, 1947, p. 23.

⁴Michigan A guide to the Wolverine State, Writers' Program, Work Projects Admin. in the State of Michigan, 1940, p. 58.

⁵Franklin M. Reck, A Car Traveling People, p. 34.

⁶Ibid., p. 34.

⁷Sixteenth Census of the U. S., 1940, Census of Business, Service Establishments, 1939, pp. 622-3.

Motor courts listed in the census do not include establishments such as filling stations which have cabins, if the sales of merchandise exceeds 50% of the sales of goods and services of the business. Thus there are a large number of businesses furnishing accommodations of the overnight cabin type which are not included. No official figures are available as to the number of motor courts in Michigan in 1948. The 1950 census will reveal a startling growth of this type of enterprise in the state. This author's estimate is that by 1950 there will be about two and one-half fold increase in the number of motor courts since 1939.

It is difficult to estimate the economic value of the motor court industry. Some measures of the tourist industry as a whole have been made, principally by the U. S. Chamber of Commerce. Michigan's income from tourists in 1936 was estimated by this agency to exceed \$300,000,000.¹ In 1947 the tourist industry's annual revenue is estimated in excess of \$400,000,000,² and the 1948 figure, \$450,000,000.³ Motor courts constitute 20% of the accommodations furnished tourists in the state.⁴ Thus it can be seen that this business is a major component of the state's economy along with manufacturing, agriculture, and commerce.

¹Michigan A Guide to the Wolverine State, Writers' Program, Work Projects Admin. in the State of Michigan, 1940, p. 38.

²Biennial Progress Report, Michigan Tourist Council, Lansing, 1947, p. 2.

³Robert J. Furlong, Administrative Secretary, Michigan Tourist Council, Lansing, personal interview, 1949.

⁴A Typical Michigan Vacationer, Michigan Tourist Council, Lansing, 1948, p. 2.

PHYSICAL ASPECTS OF LOCATION

Basic in the selection of a site is a consideration of its general physical properties. Attention must be given to soil type, topography, surface drainage, internal drainage, septic tank drainage conditions for sewage disposal, suitability for landscaping and the growing of a lawn. Also, slope, nature of cover and accessibility from the highway must be carefully examined.

An outline of the important physical aspects of location has been made as part of this study. A site classification is hereby presented. It is based upon soil type, textural characteristics, topography, drainage and suitability for landscaping and lawn growing. There are four site classes established which are designated Class 1, Class 2, Class 3 and Class 4. Class 1 sites are ideal graduating to Class 4 which would be an undesirable site.

Method. United States Department of Agriculture soil survey reports were studied to obtain distribution of soil types along a sample highway, U.S. 27. Four spot locations were selected for the study: Coldwater, Lansing, Gaylord, and Cheboygan. County soil survey reports used were Branch (Coldwater), Ingham (Lansing), and Cheboygan (Cheboygan).¹ There being no soil survey report for Otsego county (Gaylord),

¹Soil Survey Reports, U.S.D.A., Washington, D.C., Branch county, Mich., 1928, Ingham county, Mich., 1941, Cheboygan county, Mich., 1931.

the Land Type map as developed by the Conservation Institute, Michigan State college, was used.¹

Soil types as found on each side of the highway were mapped on the scale of 1 inch to the mile. The maps, as drawn for this study, were confined to a 3 mile distance each way from the selected communities.

Following the completion of these soils maps, a personal reconnaissance of the places selected, as well as other locations in the state, was made. Physical site conditions were observed, classified, and many representative photographs were taken. These examples are shown in the pages which follow.

¹Land Type Map of Otsego County, Michigan, Conservation Institute and Soils Section, Agricultural Experiment Station, Michigan State College, 1939.

Site Classification

Description

Site Classification	Soils	Textural Characteristics	Topography	Surface Drainage	Internal Drainage	Septic tank Drainage	Suitability for Landscaping, Growing lawn
Class 1	Most of the well drained soils such as Bellfontaine, Fox, Montcalm, Plainfield, Roselawn, Grayling, Rubicon, Kalkaska, Emmet, Eastport, Alpena, Bridgeman.	Range from sand to sandy loam, to loam.	Range from practically level to undulating and very hilly. Sand dunes, plains, and moraines lend interest to the landscape. *	Excellent to good in all instances	Good during all times of the year	Excellent. Soil is porous enough for use of the tile disposal field, filter bed or seepage pit method of disposal.	Fair. Some of dry sands, Plainfield, Bridgeman, or Roselawn will need fill of clay or muck for good lawn. *
Class 2	Heavier soils such as Hillsdale, Miami, Isabella, Nester, Onaway.	Loam and silt loam surfaces.	Level to undulating and moderately hilly.	Good.	Fair to good.	Fair to poor	Excellent.
Class 3	More poorly drained soils such as Brady, Conover, Macomb, Griffen, Antrim, Newton, Iosco, Selkirk, Kawkawlin, Saugatuck.	Sand to loam.	Level to very gently sloping sites.	Fair to poor	Fair to poor. Clay or limey clay sub-stratum may be present. Often high water table in spring, bedrock may be close to surface.	Fair. Poor drainage conditions necessitate seepage pit rather than disposal fields.	Fair to good depending on the individual site and the artificial drainage used.
Class 4	Peats and mucks, poorly drained soils, Carlisle muck, Houghton muck, Rifle peat, Griffen, Bergland, Munuscong, Saugatuck, and Granby.	Sand with mucky surface soil to peat and muck.	Flat	Poor	Poor	Unfavorable. If water table is nearer than 3 feet from surface at any time, area should be avoided.	Poor to fair

* An additional consideration is blowing of snow in winter. If court is to be open all year, topography and cover for snow drifting should be checked.

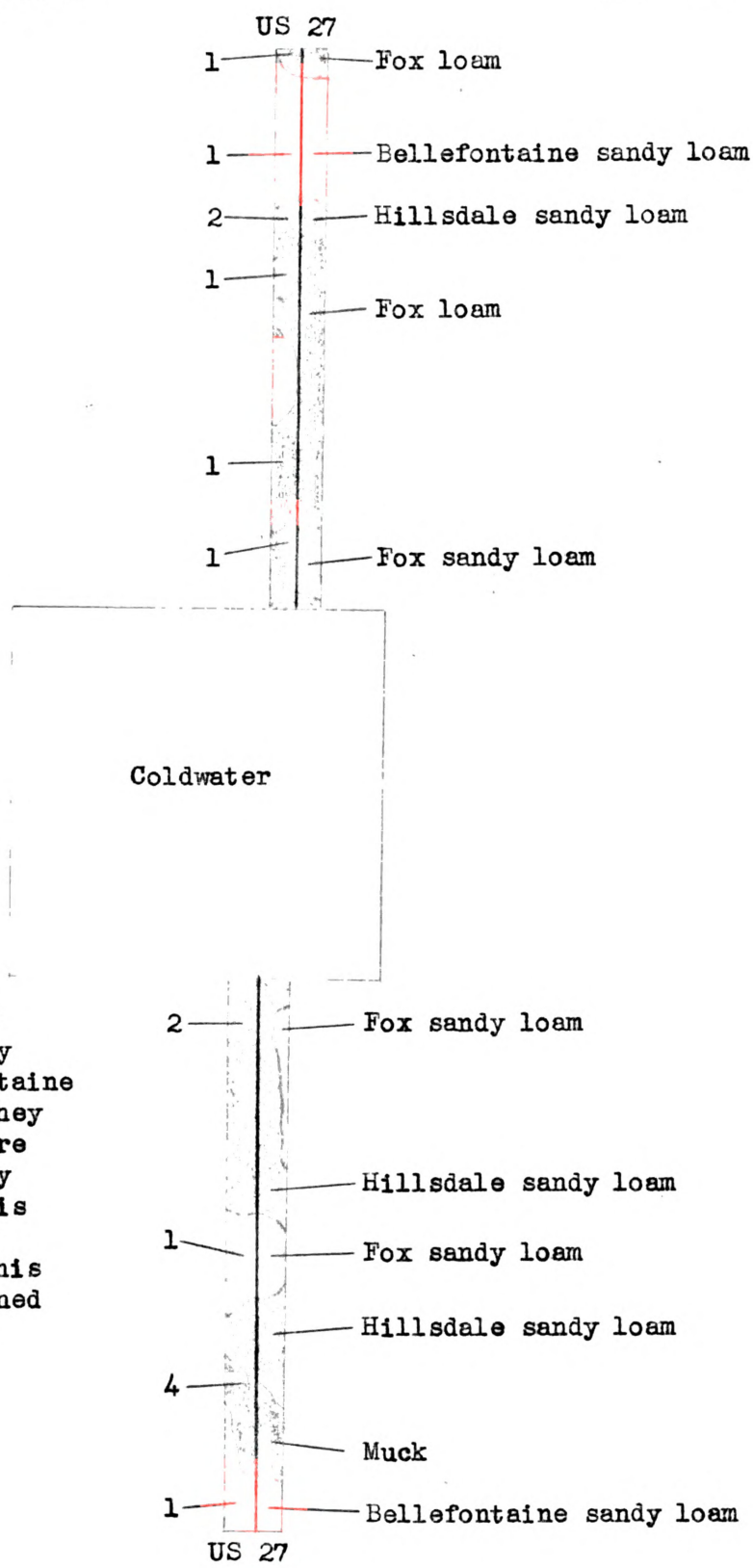
* Dry sands and coastal beach have maintenance problems of blowing sand and keeping lawns. These conditions must be considered carefully when selecting the site.

MAPS and SITE CLASSIFICATIONS
including PHOTOGRAPHS
of REPRESENTATIVE SITES

(All maps are scale 1 inch=1 mile. Colors used are approximately the same as colors found on the soil survey maps. No correlation exists between the colors used on one map as hereby presented, and any other of the maps.)

SITE CLASSIFICATION

SOIL TYPE



Notes: Soils found near Coldwater are principally within the Fox, Bellefontaine and Hillsdale series. They are well drained. Texture ranges from loam to sandy loam. One area of muck is observed. Class 1 motor court sites prevail in this area. The muck is assigned Class 4.

Figure 1 . Site Classification, Coldwater, Mich. (Branch co.)



Figure 2. Class 2 site south of Coldwater, Hillsdale sandy loam.



Figure 3. Class 1 site north of Coldwater, Bellefontaine sandy loam.



Figure 4. Class 1 site south of Marshall, Fox loam.

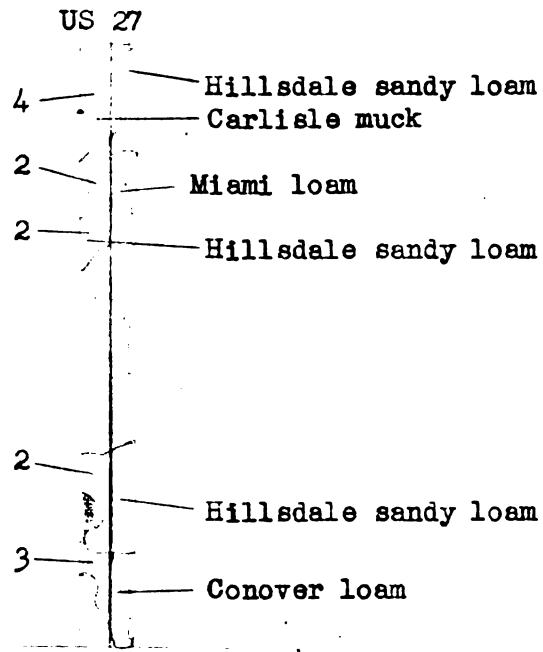


Figure 5. Class 3 site north of Charlotte, Brady loam.

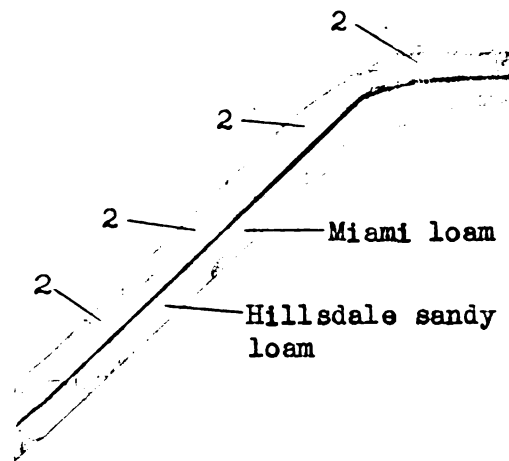
SITE CLASSIFICATION

Notes: Soils within the greater Lansing area, including portions of Eaton, Ingham and Clinton counties, are principally within the Miami, Hillsdale and Conover series. There is some Carlisle muck about 3 miles north of Lansing. Soils range in texture from loam to muck and sandy loam. The Hillsdale and Miami soils are suitable as motor court sites and are given Class 2. Conover loam has a slow external drainage and for this reason, is given Class 3. Class 4 is assigned the Carlisle muck.

SOIL TYPE



Lansing



US 27 - M 78

Figure 6. Site Classification, Lansing, Michigan. (Ingham county)



Figure 7. Class 2 site southwest of Lansing, Miami loam.



Figure 8. Class 2 site north of Lansing, Hillsdale sandy loam.



Figure 9. Class 3 site north of St. Johns, Conover loam.



Figure 10. Class 3 site east of Ithaca, Conover loam.



Figure 11. Class 4 site west of Prudenville, Rifle peat.

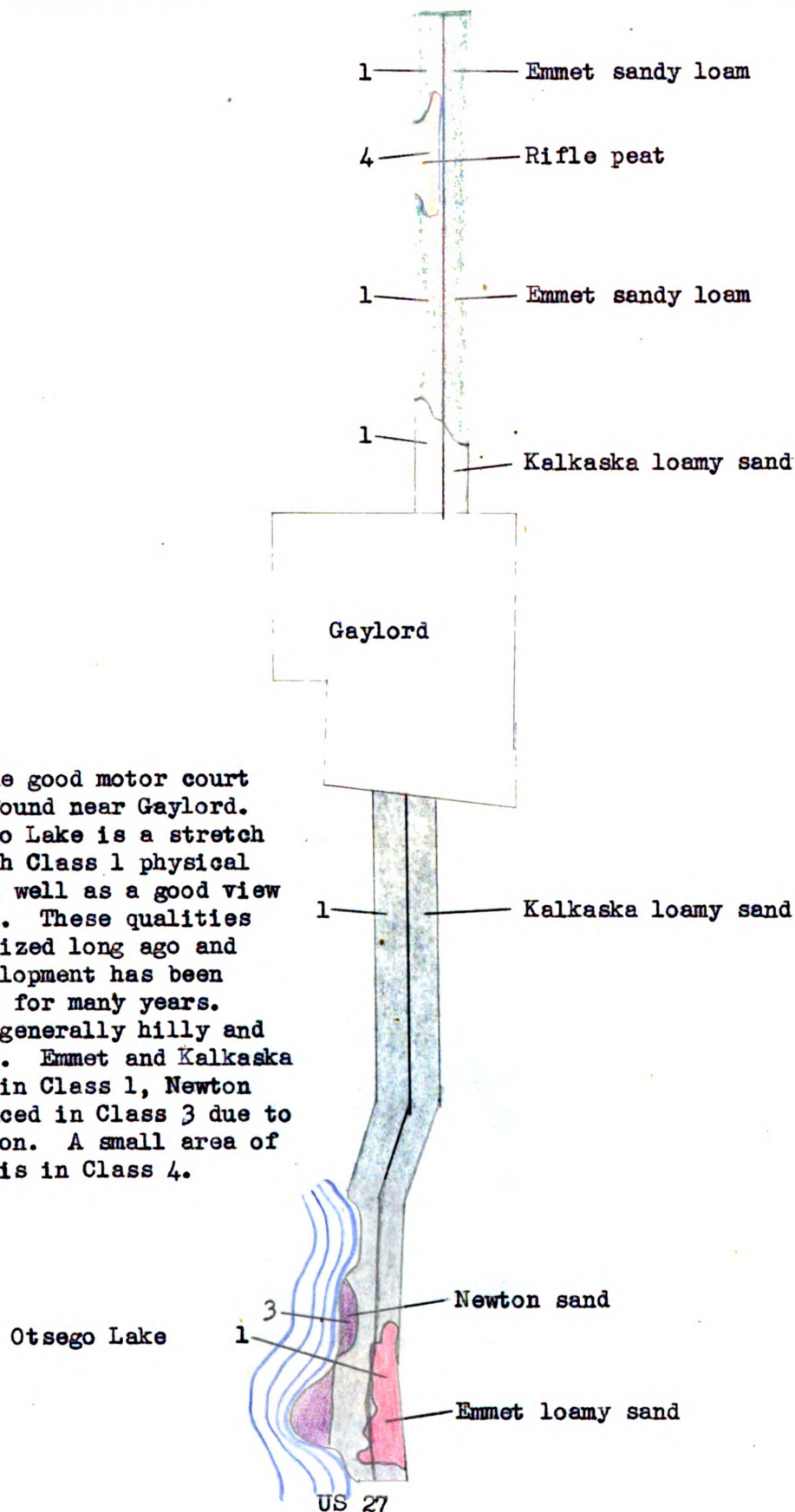


Figure 12. Class 4 site south of Grayling, Rifle peat.

SITE CLASSIFICATION

US 27

SOIL TYPE



Notes: Some good motor court sites are found near Gaylord. Along Otsego Lake is a stretch of land with Class 1 physical features as well as a good view of the lake. These qualities were recognized long ago and resort development has been established for many years. Terrain is generally hilly and interesting. Emmet and Kalkaska series are in Class 1, Newton sand is placed in Class 3 due to wet condition. A small area of Rifle Peat is in Class 4.

Figure 13. Site Classification, Gaylord and Otsego Lake, Mich. (Otsego co.)



Figure 14. Class 1 site north of Gaylord, Emmet sandy loam.



Figure 15. Class 4 site south of Wolverine, Rifle peat.



Figure 16. Class 1 site north of Wolverine, Kalkaska loamy sand.



Figure 17. Class 1 site south of Indian River, Grayling sand.

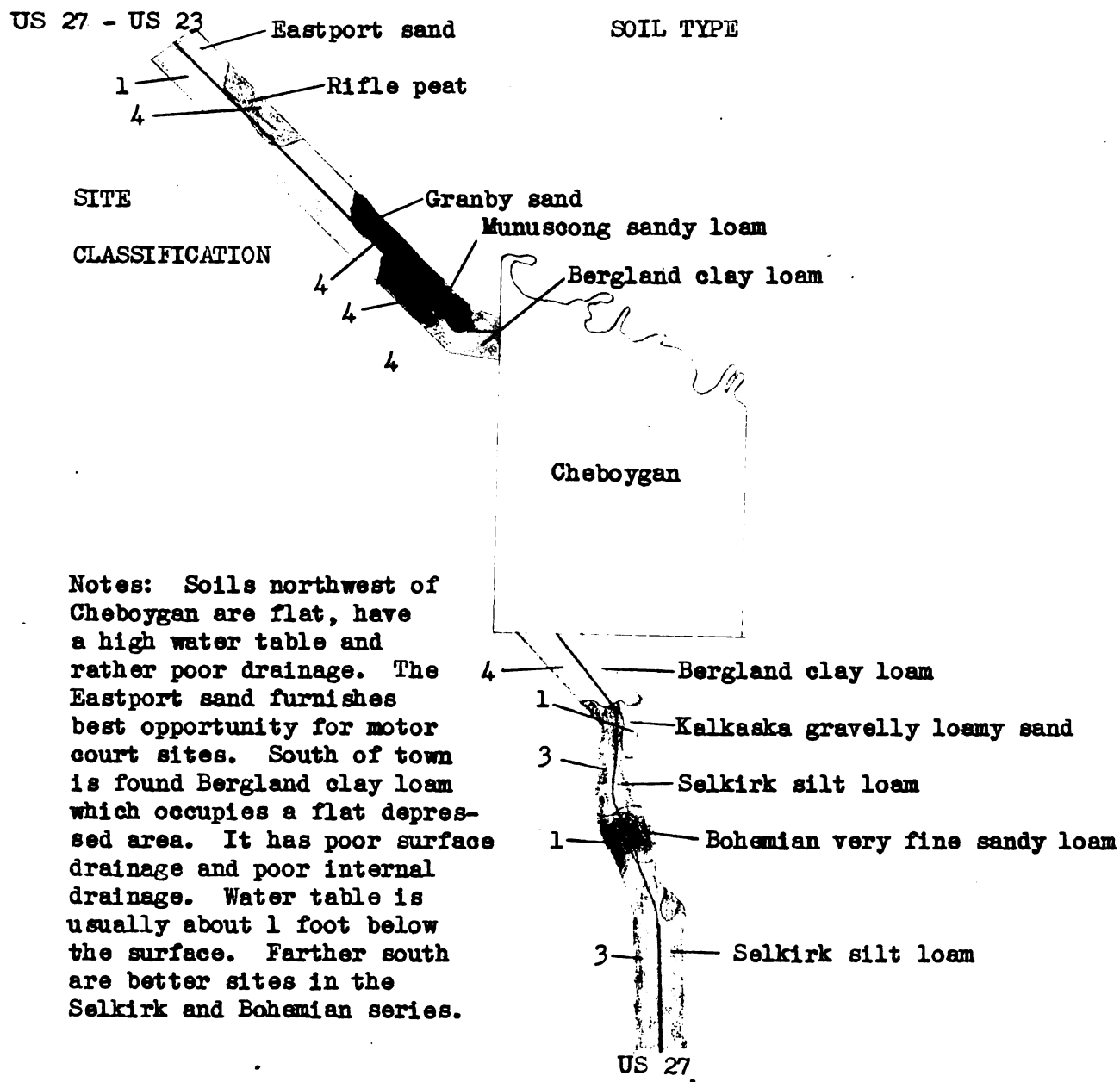


Figure 18. Site Classification, Cheboygan, Mich. (Cheboygan county)



Figure 19. Class 1 site south of Cheboygan, Weare fine sand.



Figure 20. Class 1 site south of Cheboygan, Bohemian very fine sandy loam.



Figure 21. Class 1 site south of Mackinaw City, Eastport sand.



Figure 22. Class 1 site southeast of Mackinaw City, Eastport sand.



Figure 23. Class 1 site east of Traverse City, coastal beach.



Figure 24. Class 4 site northeast of Traverse City, very wet.



Figure 25. Class 3 site about 10 miles east of Shingleton on M-28. Rock actually appears on surface (foreground) averages only 2-5 inches below. . . . 2.8



Figure 26. Class 1 site east of Iron Mountain, Vilas sand (stony) .

ECONOMIC ASPECTS OF LOCATION

This section will be devoted to those vitally important aspects of location constituting the human and economic elements. (There are a considerable number of basic qualities a site should possess in order to enhance the success of the undertaking. These elements will be considered in order of their occurrence as a prospective operator might view a particular site to evaluate its merits as a location.

Accessibility

(Probably the first consideration will be that of accessibility.) Mrs. Ella K. Cork states,¹ (A good site is accessible by bus, car, train or boat services, close to the market where supplies are purchased,) not too far distant from centers of population from which guests may be drawn."

The motor court must be easily reached from the highway. The site should be adaptable to development so that the entrance driveway is properly graded and the motorist can drive into it at a fair rate of speed. The local county highway commissioner can be of great help in providing information regarding driveways and entranceways. Consulting him will also assure compliance with highway regulations in this regard. Trees needed for landscaping and shade must not interfere with the necessary layout of the driveway.

¹Ella K. Cork, Tourist Operator's Handbook, Ontario Department of Travel and Publicity, Toronto, Ontario, 1948, p. 11.

View

Harry B. Love maintains that "There should be a clear view of the court from every direction of the highway approaching it for a distance of at least 1,500 feet."¹) This gives the prospective customer a chance to slow down his car and look over the court before deciding whether to stop or not. An unobstructed view of the court will provide the best possible selling force if the court presents an attractive inviting appearance to the approaching traveler. (It is this first view and first impression which "makes or breaks" that particular sale of a night's lodging.) After the potential customer drives in, and after he is shown the cabins available to him, he will usually take one. (Thus the view which is made possible by development of the motor court at any particular site is of major importance.)

Permanence

A well built motor court should last at least 20 years. Thus, it should be located on a highway which is not likely to be re-routed for 20 years. Also, widening projects or other changes can seriously impair the operation of the motor court. Foreseeing future highway developments may appear difficult. However, reliable information concerning such changes can be obtained from the Planning Division, Michigan State Highway

¹Harry Barclay Love, Establishing and Operating a Year-Round Motor Court, U. S. Department of Commerce, Washington, D. C., 1945, p. 6.

Department, Lansing. Assembling such facts on future changes is of great importance when considering any location.

Traffic Count

1/4 A motor court must be located on a heavily traveled main highway if it is to be profitable. There must be an adequate flow of vehicles constituting the potential customers for the period of time during which the court is to be open. The finest motor court in Michigan can be constructed in a poor location and lose money. It must be located where the customers are. Travelers are not going to go out of their way to find accommodations. They must be at a location where the motorists can conveniently stop. An actual count should be made at the proposed site, of all vehicles passing on the highway. This count should be divided into three sections. The first one should be "out-of-state" cars. Such a figure is a helpful indication of the number of travelers far enough away from home to be seeking a place to stay all night. The next section should be "other passenger cars from Michigan." These are also possible customers. In the last section should be tallied the "local traffic" such as local passenger cars, farmers, and commercial vehicles not constituting likely customers. Tally should be made from early morning until about midnight on several different days to obtain a good sample. It is estimated by the author that if the court is going to operate year around, there should be a minimum average of 3,000 vehicles of all types

MICHIGAN
STATE HIGHWAY DEPARTMENT
CHARLES M. ZIEGLER
STATE HIGHWAY COMMISSIONER

######

per day past the site. By so studying the number and composition of the vehicles, a fairly accurate measure of the potential customers can thus be made. Information can be obtained from the Planning and Traffic Division, Michigan State Highway Department, Lansing, regarding the traffic count at any particular point. A "Traffic Flow Map" has been published and copies are included as Figure 27 and as Appendix 1.

Length of Season

Length of season during which the motor court is to be open is of vital importance. It will be the foundation upon which all financial plans are laid. Traffic counts will have to be made during the time of year that the court is to be open. There is a very definite relationship between amount invested and length of season; also number of rentable rooms and length of season. If the court is to be operated all year long, a smaller investment can be relatively more profitable because the fewer rooms will likely be occupied more during the year. Fewer rooms occupied all year around will yield more income than the same number of rooms occupied only a few months of the year. If the court is to be operated only during the summer resort season, a much larger investment will have to be made, to provide a larger income and number of rooms. A small investment in a business only functioning for 3 months out of any one year will not produce enough net profit to support a family. Under such

circumstances, a motor court can only be considered as a part-time enterprise.¹ A carefully prepared prospectus must be made to determine the profit expectations for the length of season which any particular location can afford.

An additional possibility is to rent the rooms for light housekeeping during the off season. This is usually possible if the court is within easy commuting distance of a town. School teachers or others who can move out in the spring are considered the best type of clients for such rental agreements.²

(Distance Off Highway)

The ideal site is one in which the court can be built well back from the edge of the highway. The farther back it is (and still present a good view) the better. (This statement is based on the fundamental fact that the motor court is selling sleep.) (Such being the case, the rooms should not be located so close to the highway that traffic noise keeps guests from getting a good night's sleep.) It is recommended that the minimum distance back from the edge of the highway to the closest building should be 100 feet.³ Best distance back is from 200 to 300 feet, depending on the visibility from the highway.

¹"So You Want to Finance a Tourist Court," Tourist Court Plan Book, Tourist Court Journal, Temple, Texas, 1945, p. 7.

²Mrs. L. G. Palmer, Pine Lane Cabins, Traverse City, personal interview, 1949.

³Clare A. Gunn, Extension Specialist in Agricultural Engineering, Tourist and Resort Service, personal interview, 1949.

Gradient of Highway

Beware of locating at a point where trucks must shift gears in order to get over a hill. This situation increases the highway noise to the point where sleep is all but impossible.

Signs

(Several good signs are essential to attract attention of motorists and to direct them to the court. Site selected must be adaptable to the placing of signs which can be easily read by the potential customer as he approaches.)

Natural Stops

(Some spots along a highway are points where the motorist slows down. These are usually found at main intersections, at curves, on an elevation where there is a beautiful view, at the outskirts of a town or at a point where the highway comes close to a river bank or lake shore boasting a lovely panorama. Such places are advantageous locations if they possess other important qualifications.)

1-19-64

Surroundings

As a quiet atmosphere is of utmost importance in location, the types of land use found nearby should be examined. Such establishments as outdoor theatres, outdoor markets, taverns, or dance halls are not conducive to rest. Nearness to railroad tracks is highly undesirable, particularly if it is where

the trains sound whistles for crossings. Even if there are no establishments near the proposed location, the establishment of a motor court often attracts other businesses in the immediate vicinity. A canvass of the land owners of adjacent tracts should be made to find out what their plans are for the future use of the land.

A beautiful grove of trees or attractive background of hills or water is highly desirable in a location. Beauty and appeal of the immediate surroundings will form a favorable initial appearance, so important in attracting customers.

Nearness to Town

H. B. Love states that "A location adjacent to a community of some size is generally advisable."¹ Travelers, particularly vacationists, want to have community facilities such as restaurants, stores, theatres, and service stations within easy reach. The best way to provide them with these services is to locate near where they are. A 15 minute drive should be the maximum required for a motor court guest to reach the shopping district of the nearest town. This indicates that the court should not be located more than 8 miles out from the center of a community. The closer to the edge of town the court is, the better.²

¹Harry Barclay Love, Establishing and Operating a Year-Round Motor Court, U. S. Dept. of Commerce, Washington, D.C. 1945, p.3.

²Orson Winslow, Winslow's Motor Court, Okemos, personal interview, 1948.

Competition

Motor courts should not be built adjacent to each other or across the highway from each other.¹ Exceptions to this rule may be found in highly concentrated traffic points. Peculiarities of terrain or convergence of roads at certain points make possible numerous motor courts. However, this close spacing is usually unprofitable and should be avoided.² Competition closer than one-half miles is undesirable.³

An effort should be made to ascertain the present number of rooms in motor courts and other types of accommodations in the community before investing in more such facilities. Bankers, savings and loan executives, chambers of commerce, present owners of motor courts, and other businessmen can help in providing this information. An estimate of the expected volume of tourists and commercial travelers can be obtained in a similar way. Such information will be of utmost value in deciding whether a good demand for overnight accommodations exists in the community. If there is sufficient unfilled demand, another motor court can probably be established there. As a warning against overbuilding, Mr. George

¹Harry Barclay Love, Establishing and Operating a Year-Round Motor Court, U.S. Dept. of Commerce, Washington, D.C. 1945, p.8.

²Ibid., p. 8.

³Robert W. McIntosh, Principal Factors Determining Location of Motor Courts and Trailer Parks in the Greater Lansing Area, unpublished paper, Conservation Institute, Michigan State College, 1947, p. 3.

E. Fuller¹ states, "Overbuilding of tourist courts is a serious menace, and before it gets started, responsible (motor court) operators everywhere should consult with their local bankers, explain facts, and put them on guard against inflation in this industry which is certain to lead to disastrous results." Most careful appraisal of the competition, both present and future, is thus imperative.

Nearness to Food Service, Grocery, Service Station

There are some strategic locations for motor courts which do not exist on the outskirts of town, such as a point where two main highways intersect. Under such conditions, it is advisable to have the minimum facilities for food service, grocery, and service station nearby. The motor court proprietor himself does not necessarily need to provide such services. An arrangement can often be made with another individual to establish an eating place if the motor court customers are to be an important part of the cafe clientele. If no food service can be provided, some rooms with cooking facilities and a small grocery store are necessary. There are so many gasoline stations that in all probability car service can be obtained within a reasonable driving distance from the motor court. It is usually poor business to try to run a gasoline station and a motor court with only a man and his wife to provide the labor supply.

¹George E. Fuller, Editorial, Motor Court Age, March, 1947, p.16.

Public Utilities

Electricity

A profitable court cannot be established unless there is high line electricity available. Modern plumbing and lighting require a cheap dependable supply of electric current.

Water

City water is the best source as it will relieve the operator of having his own wells and pumps. Next best is an approved water supply from drilled wells on the site. Neighbors should be consulted regarding their experiences in obtaining water. A location having soft water free from iron is a real blessing. Much laundry is usually done at the court and the installation of chemical softeners is an expense which could become profit were the water of more desirable quality. The water must be tasteless, odorless, clear, free from harmful bacteria, and in abundant supply.

Gas

City gas for space heating and hot water is a very trouble-free, convenient source of heat. However, rates should be considered carefully if plans call for such type of installation. "Bottled gas" is generally available and can be used for most types of heating purposes, remote from city gas lines.

Place of Origin of Patronage

The motor court should be located where the largest possible percentage of passing motorists are looking for a place to spend the night. Such a location, ideally, should be at the end of a day's drive from the areas where the largest numbers of travelers start their journeys. . . . A study was made of 12 representative, successfully operated motor courts in different parts of the state to find out the places where their patrons originated.

Method

During 1947 and 1948, the author studied the guest registration records of 12 motor courts. These were as follows:

1. Gabel's Modern Cabins, Lansing.

Gabel's is located on U.S. 27 and M 78 (highways united at this particular location) about 5 miles southwest of Lansing. It is on the west side of the highway (see Fig. 28). Gabel's is a rather small enterprise having seven overnight cabins. There are two "double" cabins (two double beds in one unit) and five single cabins. A spacious lawn occupies the front part of the property. A nice looking Cape Cod home adjoins the cabins. The entire motor court is well maintained and presents a neat, attractive appearance from the highway. All cabins are modern and have good quality furnishings. No cooking facilities are furnished. It is an AAA approved court.



Figure 28. Gabel's Modern Cabins, Lansing, Michigan.

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2. Marlett Manor, Lansing.

This combination motor court and tourist home is located on highway U.S. 127 at 3501 South Cedar St., Lansing. It is about one-half mile south of Lansing city limits on the east side of the highway. The highway on which Marlett's is located is a primary artery of travel from Lansing to the heavily populated cities of northern and western Ohio. Principal structure of Marlett Manor is a large lodge housing the office, eight tourist rooms and living quarters for the Marlett family. In addition, there are six overnight cabins of which two are duplex and four are single. They are of frame construction. All units are modern with good quality furnishings. There are no cooking facilities. Mr. Marlett also owns and operates the "Cottage Inn" restaurant. It is near the lodge, being separated by an open space utilized for parking, (see Fig. 29).

3. Miller's Motor Court, East DeWitt.

This establishment is a combination motor court, tourist rooms, trailer coach park, grocery store, and gasoline station. It is located 6 miles north of Lansing on highway U.S. 27. Miller's motor court has nine cabins of frame construction, three tourist rooms above the family living quarters and 40 trailer coach parking sites. Cabins are not modern, having only running cold water. Each unit is equipped with cooking facilities. There is a central service building with toilets and showers. The trailer coach park is of the



Figure 29, Marlett Manor, Lansing, Michigan



Figure 30. Miller's Motor Court, East De Witt, Mich.

permanent year around type. In addition, the Millers operate a grocery store having a complete line of meats and groceries. They lease a large newly constructed gasoline station. Considerable grading, re-location of buildings and new construction has been accomplished at Miller's in conjunction with the widening of U.S. 27. The highway now has four lanes in front of Miller's and just north of that point, it becomes a four lane boulevard. (See Fig. 30).

4. Winslow's Motor Court, Okemos.

Winslow's was chosen for study due to its location on a busy east-west highway, U.S. 16. The court is eight miles east of Lansing on the north side of the highway. Both east and west bound traffic patronize Winslow's. In addition, there is a certain amount of north and south bound traffic from U.S. 127 and U.S. 27. This is a high grade motor court, well maintained and efficiently operated. It bears the approval of the American Automobile Association. Winslow's motor court consists of 18 overnight cabins of various sizes. They are all modern in construction and feature automatic gas heat, showers, and Simmons furniture (see Fig. 31-2). Some are equipped with complete kitchenettes having electric refrigerators, gas stoves, and cabinet sinks. Setting of the cabins is in a grove of hardwood trees, thinned to allow a desirable amount of sunshine as well as shade.



Figure 31. Winslow's Motor Court, Okemos, Michigan.



Figure 32. View of a duplex cabin at Winslow's Motor Court.

5. El Pancho Court, Bay City.

Here is one of the newest, modern, best furnished motor courts in Michigan, (see Fig.33-4). It was completed in June, 1948 and is of the "motel" or continuous roof type. Rooms, of which there are 15, are adjacent to each other. No cooking facilities are provided. There is central heat, shower and tub in each bathroom, and adequate parking on a concrete ramp. It is located about 3 miles north of Bay City on highway U.S. 23, on the east side of the highway.

6. Greer's Cabins, Gladwin.

The selection of Greer's Cabins was made due to the fact that it represents a successful motor court not located on a heavily traveled through highway. This might appear contrary to the rules of location as formulated earlier in this section. However, Greer's is located where two state trunk line highways cross, M 61 and M 18. Another compensating factor is that there is not very much competition in Gladwin. The motor court has nine cabins constructed in duplex style, (see Fig.35-6). These cabins are very attractive, both inside and out, and a real asset to the city of Gladwin. There are no cooking facilities provided. The location is just out of the city, west on M 18, on the south side of the highway.



Figure 33. El Pancho Court, Bay City, Michigan.



Figure 34. Entranceway to El Pancho Court.



Figure 35. Greer's Cabins, Gladwin, Michigan.



Figure 36. Entranceway to Greer's Cabins.

7. Wilson's Cabins and Log-O-Tel, Gaylord.

Wilson's has grown from a few log cabins to a complete "Log-O-Tel," many individual cabins, and tourist rooms. The "Log-O-Tel" is a single roof building having a hall running down the center with rooms on either side, totaling 14 (see Fig.37-8). The rooms and cabins are well maintained, nicely furnished, and completely modern. There are 10 cabins and six tourist rooms. It is located within the city limits, two blocks north of the main street of Gaylord, on the east side of U.S. 27.

8. Pine Lane Cabins, Traverse City.

This is a seasonal court, open from April to October. It is located on old U.S. 31 highway, just south of the Traverse City limits, at 1202 Rennie St. The motor court is on the west side of the highway (see Fig.39-40). Pine Lane has 13 cabins of the individual single structure type. They are of frame construction, well maintained, and present a very attractive appearance from the road. There is a community kitchen in a separate building where guests can prepare their own meals if desired. No cooking facilities are found in the cabins.

9. Baywood Cabin Camp, Traverse City.

A very attractive setting in a grove of mixed coniferous and hardwood trees characterizes Baywood Cabin camp.



Figure 37. Wilson's Cabins, Gaylord, Mich.



Figure 38. Wilson's Log-O-Tel, Gaylord.



Figure 39. Pine Lane Cabins, Traverse City, Michigan.



Figure 40. Office and cabins, Pine Lane.



Figure 41. Baywood Cabin Camp, Traverse City, Michigan.



Figure 42. Overnight cabins at Baywood Cabin Camp.

There are 18 cabins, mostly single, in this establishment (see Fig.41-2). In addition, there is a large lodge or "motel" which has about 12 rooms. The lodge is of modern construction, built of cinder blocks. The cabins are of frame construction. Some of the cabins have toilet facilities and others do not. In addition to these sleeping units, there is a community bath house and kitchen combined in a single building. The toilet facilities are on each end of the building. In the center is the community kitchen. This kitchen is equipped with several stoves, cooking utensils, and picnic style tables. The camp is open only during the tourist season--June, July, August, and September. It is located within the limits of Traverse City on the east side of town. It is across the highway from the county fair grounds on the north side of highway U.S. 31.

10. The Breakers Cabins, Mackinaw City.

There are 20 modern cabins in this motor court. They are of frame construction, nicely arranged on an ideal site (see Fig.43-4). The beach is at the east edge of the property and the combined highways, U.S. 31 and U.S. 23 constitute the west boundary. The court is also adjacent to the Michigan State Highway Department ferry docks which begin just north of the "Breakers" cabins. Some of the cabins are equipped for light housekeeping. "The Breakers" is open from May to November.



Figure 43. The Breakers Cabins, Mackinaw City, Michigan.



Figure 44. View of "The Breakers" showing position next to the Michigan State Ferry docks.

11. Dettman's Motel, St. Ignace.

This modern motel is one of the newest and best designed in the Upper Peninsula (see Fig. 45). It is a continuous roof type of structure, there being 14 individual rooms for guests. Each room has knotty pine paneling and has its own private bath and shower. Dettman's motel is located within the limits of St. Ignace, on the north edge of town. It is on the east side of highway U.S. 2, located on a curve. This highway is the main route from St. Ignace to Sault Ste. Marie. Dettman's is open from April 1 until January 1. No cooking facilities are furnished.

12. Hi-Way Cabins, Iron Mountain.

Notwithstanding the use of the word "cabins" in the name of this establishment, it is actually a "motel," having all rooms under one roof. The motel is of cinder block construction with cement plaster on the outside, giving it an adobe appearance (see Fig. 46-7). There are 20 rooms, each nicely furnished and provided with complete bath. Many of the rooms have wallpapered walls, giving it a homelike effect. There are no cooking facilities provided. The Hi-Way cabins are operated all year around. The motel is located on the east side of the city of Iron Mountain, on the south side of highway U.S. 2. Also, it is located about 3 miles west of the junction of U.S. 8--U.S. 141 (Wisconsin) and U.S. 2 (Michigan). This gives the motel a very strategic location in that immediate area.



Figure 45. Dettman's Motel, St. Ignace, Michigan



Figure 46. Hi-Way Cabins, Iron Mountain, Michigan.



Figure 47. Close up view of Hi-Way Cabins.

Location of all of these establishments is found in Fig. 48.

At each motor court studied, all of the guest registrations for the year were assembled. Samples were then taken, the average being every third registration. A total of 3,981 samples were studied during the two years of work. Information was compiled showing:

- a. Date party registered.
- b. Number of days stay.
- c. Size of party.
- d. Place of origin of party.

Statistical analysis of the data from all 12 motor courts was accomplished. Data was divided showing source of patronage during the tourist season of June, July, August, and September, and other months of the year. The findings of these data are shown in Tables 3, 4, 5, 6, and 7.

Table 3

Total Number of Registrants of all 12 Motor Courts,
in the Tourist Season (June, July, Aug.,
Sept.) and the Other Months of the Year.

Time of year	Mich.	Other states	Canada	Total	
				Number	Percentage
Tourist season . . .	1,464	1,367	70	2,901	73
Other mo. of the year	802	259	19	1,080	27
Total . .				3,981	100

Table 4

Number of Registrants of all Establishments

Studied from Michigan, Wisconsin,

Illinois, Indiana, Ohio, remaining

States and Dominion of Canada.

State	Total occurrence	
	Number	Percentage
Michigan	2,266	56.9
Ohio	490	12.3
Illinois	331	8.3
Indiana	247	6.2
Wisconsin	98	2.5
All other states	461	11.6
Canada	88	2.2
Total . .	3,981	100

Table 5
Comparison of Origin of Patronage by

Motor Courts Studied

Motor courts studied	State														Total samples
	Michigan		Ohio		Illinois		Indiana		Wisconsin		All other states		Canada		
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	
Gabel's Modern Cabins .	86	30.1	27	9.4	52	18.2	52	18.2	7	2.4	53	18.5	9	3.2	286
Marlett Manor	115	39.1	75	25.5	21	7.1	10	3.4	5	1.7	66	22.4	2	.8	294
Miller's Motor Court. .	125	46.1	79	29.2	12	4.4	17	6.3	0	0	36	13.3	2	.7	271
Winslow's Motor Court .	132	42.2	45	14.3	35	11.2	17	5.4	7	2.2	67	21.4	10	3.2	313
El Pancho Court	200	54.8	56	15.3	24	6.6	11	3.0	6	1.6	50	13.7	18	4.9	365
Greer's Cabins	341	81.6	25	6.0	9	2.2	11	2.6	4	1.0	20	4.8	8	1.8	418
Wilson's Log-O-Tel. . . .	495	81.7	59	9.7	6	1.0	18	2.9	0	0	25	4.2	3	0.5	606
Pine Lane Cabins.	86	61.9	9	6.4	19	13.7	14	10.0	2	1.4	9	6.6	0	0	139
Baywood Cabin Camp. . . .	82	60.7	13	9.6	11	8.1	17	12.6	0	0	11	8.2	1	0.8	135
The Breakers Cabins . . .	249	66.9	32	8.6	26	7.0	36	9.8	3	0.8	21	5.6	5	1.3	372
Dettmen's Motel	244	48.9	51	10.3	65	13.0	34	6.8	33	6.6	59	11.8	13	2.6	499
Hi-Way Cabins	111	39.2	19	6.8	51	18.0	10	3.5	31	10.9	44	15.6	17	6.0	283
Total	2,266		490		331		247		98		461		88		3,981

Table 6
Length of Stay of Registrants
(all establishments studied)

Length of stay	Total occurrence	
	Number	Percentage
One night	3,466	87.1
Two nights.	336	8.4
Three or more nights. . . .	179	4.5
Total . . .	3,981	100

Table 7
Composition of Registering Party
(all establishments studied)

Patronage classification	Total occurrence	
	Number	Percentage
One person	807	20.3
Two persons.	2,351	59.1
Three persons.	404	10.1
Four or more persons . . .	419	10.5
Total. . .	3,981	100

Conclusions from Study of Data

Considerably more patronage is enjoyed during the tourist season--June, July, August, and September-- than is experienced during the remaining months of the year (Table 3.). In the establishments studied, 73% of their total business occurred in the tourist season and 27% during the other months of the year. This situation holds true whether the patronage originates in Michigan, the other states in the Union, or from Canada.

Michigan furnishes more customers to the motor courts studied, than any other state (Table 4.). In fact, more patronage originates in Michigan than all the rest of the United States put together, plus Canada. Thus it is seen that over half of the travelers staying overnight came from somewhere in Michigan. This makes consideration of population centers of Michigan very important in choosing a location. Table 4 shows that 56.9% come from Michigan.

Ohio is the next most important source of patronage. Over 12% of the total number of guests whose registrations were studied came from Ohio. Next in importance is Illinois whose citizens furnished 8.3% of the patronage studied. These states are followed by Indiana and Wisconsin, in that order. It is interesting to note that over 10% of the total patronage comes from the remaining states of the Union.

This is a rather high percentage (11.6%) and reflects the national popularity of Michigan as a vacation state.

Canada furnishes 2.2% of the patronage which is almost as much as comes from Wisconsin. Probably the low contribution of Wisconsin is due to the outdoor recreation attractions which exist within her own borders.

Table 5 compares the origin of patronage enjoyed by each of the 12 motor courts included in this study. There is such a large number of figures presented that it is felt advisable to analyze each motor court separately so that the relationship between location and place of origin of patronage can be made clear.

Gabel's Modern Cabins, Lansing.

Here it is seen that 30.1% of the patronage originates in Michigan. This is the lowest of any of the establishments studied. Average of them all is 56.9% as noted in Table 4. It is difficult to account for this situation other than the fact that Gabel's is located on one of the principal highways leading from Illinois and Indiana into southern Michigan (U.S. 27 - M 78). Thus, Gabel's is in a good location to cater to out of state business. Their Michigan business considerably outweighs that from any other state, however. Note that business from Ohio is only about half of that from Indiana and Illinois. These two states each comprise 18.2% while Ohio is only 9.4%. Study of the

official state highway map of Michigan (Appendix 2) shows that motorists from the populous regions of Ohio would not use this route in reaching Lansing.

Marlett Manor, Lansing.

This motor court also has a relatively low percentage of patronage from Michigan, 39.1%. It is located on highway U.S. 127, a principal artery of traffic from western Ohio to Lansing. Figures reveal that 25.5% of their patronage at Marlett's comes from Ohio. This is quite a contrast to the preceeding court, Gabel's cabins, which had only 9.4% from Ohio. Thus it is clearly seen that locations on highways which are principal thoroughfares from heavily populated areas will bring a high percentage of patronage from those areas. In the case of Illinois, Marlett's had only 7.1% from that state while Gabel's had 18.2%. Motorists coming from Illinois to Lansing would not likely use U.S. 127. Marlett Manor has the highest percentage of the motor courts studied of patronage from "all other states." This is accounted for by the high percentage of commercial travelers who stay at Marlett's who make visits to the John Bean company. This firm has a regular policy of refering salesmen and drivers to Marlett Manor. The John Bean company manufactures fire engines and these are usually driven from the factory to point of delivery. Drivers from all over the country thus stay overnight there before returning home.

Miller's Motor Court, East De Witt.

This motor court has the highest percentage from Ohio of all courts studied. A total of 29.2% of the patronage originates there. This is due to the location 6 miles north of Lansing on U. S. 27. Motorists from Ohio going north through the center of the lower peninsula, find this route the most direct. Thus, Ohioans are a heavy user of U.S. 27 and constitute a large part of the patronage. Percentage of patronage from Illinois (4.4%) and Indiana (6.3%) are lower than shown for Gabel's. Compared with Marlett's, Miller's show a lower percentage from Illinois but a higher percentage from Indiana. This is explained by noting on the official highway map of Michigan that main highways from the south converge at Lansing and then, north of Lansing, only one principal highway, U.S. 27, is provided.

Winslow's Motor Court, Okemos.

Winslow's has a somewhat different make-up of patronage than the other courts studied in southern Michigan. Here at Winslow's, Michigan furnishes 42.2% of the patronage with Ohio in second place with 14.3%. The pattern follows the average patronage pattern of all courts studied, having its heaviest patronage from Michigan followed by Ohio, Illinois (11.2%), Indiana (5.4%), Wisconsin (2.2%), all other states (21.4%), and Canada (3.2%). Winslow's is

stratigically located in that it is on a very heavily traveled highway, U.S. 16, but still gets a certain amount of traffic from U.S. 127 and U.S. 27.¹ This motor court is also near the campus of Michigan State college which draws many thousands of people each year to athletic events, auctions, reunions and similar events.

El Pancho Court, Bay City.

Here is found the highest percentage of business from Canada of courts studied in the lower peninsula. Reason for this is seen by study of the official highway map. Canadian visitors driving northwest from Sarnia, Ontario and Port Huron swing around Saginaw Bay and pass through Bay City. Leaving this city to the north, they come upon El Pancho Court which provides a convenient place for an overnight stop. A total of 4.9% of their guests are from Canada. The 54.8% of patronage on the part of Michigan residents comes very close to the all-court average of 56.9%. A much larger patronage from Ohio is seen than from Illinois (15.3% compared to 6.6%). This is logical due to the route of U.S. 23 going right into the heavily populated area of northwestern and central Ohio through such cities as Toledo, Marion, and Columbus. Conversely, motorists from Illinois likely find it more convenient to travel north in the state of Michigan farther to the west than U.S. 23.

¹Orson J. Winslow, Winslow's Motor Court, personal interview, 1948.

Greer's Cabins, Gladwin.

Greer's have next to the highest percentage of patronage from Michigan, 81.6%. This due to several reasons, upon analysis of their location. There is not much competition in Gladwin. Thus, many year around commercial travelers stay at Greer's. These travelers are mostly from the large industrial cities of Michigan such as Detroit, Pontiac, Flint, Saginaw, Lansing and Bay City. Greer's is not located on a major through highway but is located in an area where two state highways intersect. Thus it does not receive as much out-of-state patronage as other courts located on main through highways which make direct connections with large cities in adjacent states.

Wilson's Cabins and Log-O-Tel, Gaylord.

This establishment experiences the highest Michigan patronage of any of the motor courts studied. A total of 81.7% of their guests are Michiganders. Wilson's has a considerable winter sports business. This is largely due to its proximity to the the Otsego Ski Club, a large private club located just east of Gaylord. Most of the members of this club are from southern Michigan¹. Also, there are numerous regular commercial travelers who stay there. A local hotel burned down a few years ago and this furnished additional patrons for Wilson's. Another figure noted is

¹George E. Wilson, Personal interview, 1948. (Mr. Wilson, in addition to operating Wilson's cabins is also a member of the Otsego Ski Club.)

that Wilson's has the lowest percentage from Illinois (1%) of any of the 12 courts studied. By contrast, a much higher figure is shown at Pine Lane Cabins, Traverse City. Thus it may be concluded that motorists from Illinois are more likely to go up into northern Michigan via routes farther west than U.S. 27. In addition to having the lowest percentage of the 12 courts studied from Illinois, Wilson's have the lowest percentage from "all other states" (4.2%) and from Canada, (0.5%). The author is unable to draw any definite conclusions to explain the reason for these particularly low percentages.

Pine Lane Cabins, Traverse City.

It is interesting to compare two establishments located in the same town. In this paragraph, differences in source of patronage of Pine Lane cabins and Baywood Cabin Camp, Traverse City will be noted. These establishments have almost the same percentage of customers from Michigan, 61.9% at Pine Lane and 60.7% for Baywood. When it comes to Ohio, Baywood (9.6%) has over one-third more than Pine Lane (6.4%). The situation is reversed for Illinois with Pine Lane having 13.7% and Baywood 8.1%. A study of the official highway map reveals no particular reason for these differences. They may be due to chance selections of registrations due to the rather small total sample taken at each place. The remaining figures for the two establishments do not reveal any material

differences. The comparison made is believed to be quite accurate as there were almost the same number of guest registrations studied, 139 at Pine Lane cabins and 135 at Baywood Cabin Camp.

Baywood Cabin Camp, Traverse City.

A comparison of this camp and the Pine Lane cabins is made in the preceeding paragraph.

The Breakers Cabins, Mackinaw City.

At this location, all principal north-south highways come together. Any motorist going across the Straits of Mackinac must go past "The Breakers." Thus, an analysis of registrations here should give the most authentic picture of the place of origin of overnight guests of any location in lower Michigan. However, this is from the purely composition aspect, rather than establishing a relationship between motor court location and place of origin of patronage. It is noted that 66.9% are from Michigan. This shows that even at a location where motorists are primarily bound across the straits, they will still constitute Michigan residents in the big majority. Ohio residents comprise 8.6%, Illinois 7%, Indiana 9.8%, Wisconsin 0.8%, "all other states" 5.6% and Canada 1.3%. The figures from any state outside of Michigan are not very significant at this location. All motorists driving up here, regardless of where he comes from, must pass this

location. Thus the correlation of location of the court on a main highway leading to population centers does not apply specifically in this instance.

Dettman's Motel, St. Ignace.

St. Ignace is a very strategic location for a motor court due to the accident of geography separating the Upper Peninsula and the Lower Peninsula by the Straits of Mackinac. All persons crossing the Straits on the ferries must pass through St. Ignace. Those going to or coming from Sault Ste. Marie go directly past Dettman's Motel on U.S. 2. Being located in the Upper Peninsula, Dettman's has a high percentage of patronage from Illinois, 13%. This figure is higher than most of the courts studied in the Lower Peninsula. This indicates that a large number of highway travelers from Illinois go up the Wisconsin side when touring the Upper Peninsula. Dettman's has a lower than average patronage from Michigan, 48.9%. This may be partly explained by the fact that the motel is closed during the winter and early spring months and thus does not get a large share of the commercial traveler business that the other motels enjoy which remain open all year. Dettman's have a high percentage from Wisconsin, 6.6%, which would be expected in the Upper Peninsula.

Hi-Way Cabins, Iron Mountain.

Quite a low percentage of business from Michigan (39.2%) is seen here. This is due, to a degree, by the proximity of this motel to the Wisconsin border. As would be expected, there is a relatively high percentage of patronage from Wisconsin, 10%, which is the highest of the 12 motor courts studied. The percentage from Ohio is among the lowest of the group (6.3%). This would indicate that Ohio motorists are not as numerous that far west as they are in the Lower Peninsula. Corresponding with the experience of Dettman's Motel is the high percentage of patronage from Illinois, 18%. In fact, Hi-Way cabins have next to the highest percentage of patronage from Illinois. Gabel's cabins southwest of Lansing had the highest with 18.2%.

From the preceeding analysis of the data assembled, it is conclusively shown that there is a very definite relationship between the particular location chosen and the place of origin of its patronage. The results of this study are somewhat limited in as much as only 12 motor courts were included. If the motor court is to have a profitable location, it must be so situated that it will provide a convenient stop for motorists coming from the large population centers of southern Michigan as well as from the heavily populated sections of the states nearby Michigan.

Table 6 indicates that the big bulk of all patronage only stays one night (87.1%). Those staying two nights constituted 8.4% and those remaining three or more nights only amounted to 4.5%. This means that such types of accommodations should be primarily designed for overnight use. However, it is felt by the author that a higher occupancy percentage could be achieved if more guests could be induced to lengthen out their stay. A program to encourage guests to stay longer through the use of games, suggesting interesting things to see and do in the vicinity, and in other ways making their patronage appreciated should result in higher occupancy and higher net profits.

Table 7 reveals that more than half (59.1%) of the parties registering were couples. Single persons account for 20.3% of the business. This latter figure is probably due to the large numbers of year around commercial travelers who stay regularly at some of the motor courts studied. In going over the registration records, the author noted in numerous instances, the repeated registration of several individuals. Some of these commercial travelers stay one or two nights every week, every two weeks or every month. Such steady patronage is absolutely necessary for the success of the year around type of motor court.¹

¹Amos Greer, Greer's Cabins, Gladwin, personal interview, 1948.

Larger parties of three, four, and over four persons make up over 20% of the trade (20.6%). This being the case, motor court units should be adaptable to such situations. Rooms should be large enough to accommodate a cot or roll away bed. This will increase income and better satisfy the guests. Such arrangements are especially appreciated by parties which include children.

Length of Day's Drive

Modern motoring habits seem to be somewhat changed from pre-World War II days. Motorists no longer drive as fast nor as long a period during any one day. Harry Rogan states¹ "Today, however, with accommodations quite difficult to secure, we find that members (Automobile Club of Michigan) are more apt to stop at 5:00 PM or 6:00 PM, thus their daily driving time is considerably reduced. The American Automobile Association national average shows about 320 miles a day. We have always maintained that on an hourly basis, the average miles per hour is best figured at the rate of 100 miles every 3 hours of driving time."

If the site can be so located that it will be about one day's drive from a large center of population, or a section of a state(s) having a high density of population, it should be better able to keep a high level of business.

¹Harry Rogan, Manager, Travel Bureau, Automobile Club of Michigan, AAA Affiliated, Detroit, personal letter to the author, 1947.

Another opportunity is the motor court to be located about one day's drive from another convenient stopping place.

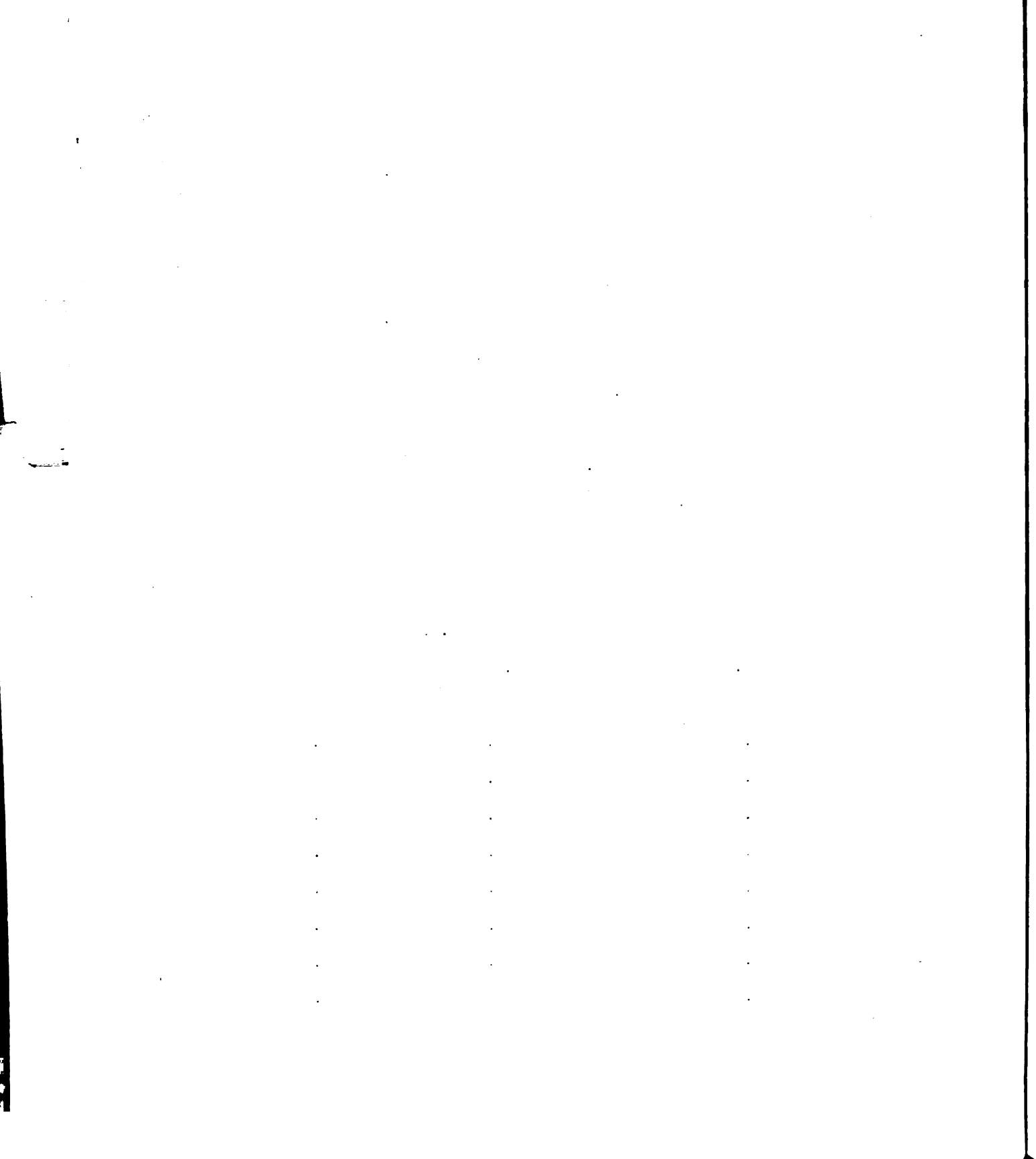
Time of Departure of Tourists

If the court is to be located at the end of a day's drive from a population center, then the average time of departure of the tourist from his home should be known. A study was made during August and September, 1948, of the time of departure of tourists. A total of 197 car loads of tourists were interviewed as they waited to cross the ferry at the Straits of Mackinac. Table 8 shows the results of this survey.

Table 8

Time of Original Departure from Home of Motorists
making Trips into Northern Michigan and the U.P.

Sample taken Aug. 20-1			Sample taken Sept. 21			Total	
Time	Number	Percentage	Time	Number	Percentage	Number	Percentage
12-3 AM	8	4.9	12-3AM	1	3.1	9	4.6
3-6 AM	16	9.7	3-6 AM	1	3.1	17	8.6
6-9 AM	46	27.9	6-9 AM	11	34.4	57	28.9
9-12AM	39	23.6	9-12AM	8	25.0	47	23.9
12-3 PM	27	16.4	12-3PM	4	12.5	31	15.7
3-6 PM	19	11.5	3-6 PM	4	12.5	23	11.7
6-9 PM	6	3.6	6-9 PM	2	6.3	8	4.1
9-12PM	4	2.4	9-12PM	1	3.1	5	2.5
Total	165	100	Total	32	100	197	100



Conclusions from Study of Data, Table 8

A total of 52.3% of all motorists interviewed departed between 6:00 AM and 12:00 noon to make their trip. Between 12:00 noon and 6:00 PM 27.4% of the travelers interviewed departed. This indicates that the majority of all travelers interviewed departed on their trips in the morning hours after 6:00 AM. This information is of concern when choosing a location at the end of a day's drive from selected population centers. Note, however, that there is quite a large percentage who leave their homes at rather "odd" hours. A total of 13.2% depart between midnight and 6:00 AM. Another 6.6% depart between 6:00 PM and midnight. Thus, a total of 19.8% leave during these more unusual hours which is almost one-fifth of the total sampling made. An additional consideration regarding time of departure and length of a day's drive is that with accommodations becoming more plentiful, motorists will drive somewhat farther in a day and stop later at night. Thus the 27.4% of the motorists who left in the afternoon would likely drive later into the evening before seeking their accommodations.

Size of Tract Needed

Sufficient land should be purchased at the outset to accommodate the size of court ultimately to be built. If expansion is planned later on, take this into consideration when deciding on the size of tract needed.¹ Additional land might not be available later when it is wanted. Mr. L. R. Schoenmann points out² "Cost of the land is normally a small part of the full development cost, but in spite of that many operators make the mistake of acquiring too small a tract." Amount of highway frontage needed will depend on the type of development to be made. Careful preliminary planning on paper will help determine the amount of frontage required for uncrowded attractive development.

Cost of Tract

Cost of the tract should be about one-sixth of the cost of the entire development.³ In the North Central States, which includes Michigan, the average investment in land per motor court is \$6,573.21.⁴ This is about 18% of the average total investment per court of \$29,723.46.⁵ It is usually

¹Stillman P. Vincent, Tourist Courts and Cabin Camps in Kansas, School of Business, Univ. of Kansas, 1948, p. 36.

²L. R. Schoenmann, Tourist and Resort Services for Michigan, Mich. State College, Cir. R-101, 1947, p. 9.

³"So You Want to Finance a Tourist Court?", Tourist Court Plan Book, Tourist Court Journal, Temple Texas, 1945, p. 7.

⁴Jewell A. Berry, "1947 Operating Averages Steady", Tourist Court Journal, Temple Texas, July, 1948, p. 8.

⁵Ibid., p. 8.

wiser to pay a little more for a first class location than to try to save money on land and accept an inferior location.

Shade Trees

Regarding shade, L. R. Schoenmann states "Experienced operators recommend a gently sloping rise of ground with a few good native trees. Some sunshine and some shade is better than too much of either. Densely wooded tracts may appear inviting but are costly to clear for buildings and service areas."¹ With modern transplanting methods, large trees can be moved in and placed right where they are needed which is sometimes more satisfactory than trying to make plans around existing trees.

Zoning and Building Codes

Consideration of these regulations is vital when planning the establishment of a motor court. Zoning and building ordinances may be enacted by cities, villages, townships, and counties. Information can be obtained from the city, village, township, or county clerk regarding the nature of such measures. The construction of motor courts is sometimes prohibited or limited within certain districts by such ordinances.²

¹L. R. Schoenmann, Tourist and Resort Services for Michigan, Michigan State College, Cir. R-101, 1947, p. 9.

²Louis A. Wolfanger, Professor of Land Use, Michigan State College, personal interview, 1949.

Points of Interest Nearby

It is usually advantageous to be located near points of interest which tend to attract visitors into the region. This will increase the number of potential customers and also increase the length of their stay. If proper publicity is given to the points of interest nearby so that all of the guests are aware of what these are, they are more likely to remain a day or two extra.¹ Some of the more important points of interest are² historical sites, Indian works, parks, lake shores, rivers, waterfalls, islands, forests, old bridges, mines, old mills, deep sea and commercial fishing, fish hatcheries, ore docks, locks, ferries, craft shops, factories, orchards, color tours, schools and colleges, summer camps, institutions such as hospitals, churches and shrines, museums, gardens, game refuges, Indian villages, winter and summer sports centers.

Area Promotion

A strong chamber of commerce can help generate business for the motor court. The existence of such an organization and the influence it wields is important. In addition, regional tourist promotional agencies and the Michigan Tourist Council, Lansing, can be of considerable help in bringing customers into the area where the court is located.

¹George E. Bishop, Sec., Mgr. Upper Peninsula Development Bureau, Marquette, personal interview, 1948.

²C. P. Holway, "How to Profit from the Tourist Business," Resort Management, Feb. and March, 1948.

CUSTOMER PREFERENCES IN LOCATION

The likes and dislikes of the customers are of considerable consequence when choosing a location. Where does the motorist like to stop? What type of accommodations does he prefer? Answers to these questions and several others were obtained in a survey made during the summer of 1948.

Method

During August and September, 1948, a personal interview survey was conducted at the Straits of Mackinac. The author visited with 197 individual tourist groups as they waited in their cars to cross the straits on the Michigan State ferries. No selection of cars was made. Starting at the beginning of a line of cars, the author visited with the occupants of each successive car. All of the parties interviewed gave the information being sought very readily. They seemed to enjoy being interviewed. Not a single person refused to answer the questions asked of them. An interview form (Figure 49) was used to record answers given. The author filled out answers to the questions as they were answered. In order to give a more or less official appearance, the author wore a white shirt with the words "Michigan State" across the chest. This helped to get answers and aroused interest in the interviewing by those next in line to be asked questions. A total of 165 cars of tourists were interviewed on August 20 and 21st. These

MICHIGAN STATE COLLEGE

East Lansing, Michigan

TOURIST AND RESORT SERVICE QUESTIONNAIRE

date

NAME ADDRESS

COMPOSITION OF PARTY

adults

teen agers

children

TRIP STARTED FROM TIME

city

state

PLACES STAYED OVERNIGHT

1st. night - town

1st. night - accommodations

2nd. night - town

2nd. night-accommodation

3rd. night - town

3rd. night-accommodations

4th. night-town

4th. night-accommodations

WHAT TYPE OF OVERNIGHT ACCOMMODATIONS DO YOU PREFER

WHY DO YOU PREFER THE TYPES CHOSEN

WHERE DO YOU LIKE SUCH ACCOMMODATIONS TO BE LOCATED

ANY COMMENTS ON MICHIGAN TOURIST BUSINESS

Figure 49. Interview questionnaire form.

August interviews were conducted on the ferry dock at Mackinaw City. An additional 32 parties were interviewed on September 21 at the St. Ignace docks of the Michigan State ferries.

Usually the driver of the car answered but often other passengers in the car contributed their ideas regarding the questions. All information from one car load was placed on one questionnaire form.

Data Obtained

Question # 1. What type of overnight accommodations do you prefer? Analysis of questionnaires answered is shown in Table 9.

Table 9

Customer Preference in Type of Overnight Accommodations

Accommodations	Total occurrence	
	Number	Percentage
Cabins and motels	140	71.1
Hotels	20	10.2
Tourist homes	18	9.1
Trailer coach parks	6	3.0
Camping	5	2.5
No preference	8	4.1
Total. .	197	100

Conclusions from Table 9.

Overnight cabins are the most popular type of accommodation, 71.1%. This is followed by hotels, 10.2%, tourist homes, 9.1%, trailer coach parks, 3.0%, and camping 2.5%. Those having "no preference" constituted 4.1% of the sample. It should be borne in mind that the group interviewed were almost entirely composed of people taking vacations. The survey was taken at the height of the tourist season and also at the close of the tourist season (September 21).

Question # 2. Why do you prefer the type of accommodation chosen? Analysis of questionnaires is shown in Table 10.

Table 10
Reasons Given by Customers for
Types of Accommodations Preferred

Reasons given	Cabins	Hotels	Tourist homes	Trailer parks	Camping
More private	48	2	0	4	3
More convenient. . .	40	11	1	0	0
Easier with children	18	0	0	0	0
Do own cooking . . .	9	0	0	0	0
More homelike . . .	7	0	8	0	0
Cleaner	7	2	3	0	0
Inexpensive	6	0	5	0	2
More quiet	5	5	1	2	0
Total. . .	140	20	18	6	5

Conclusions from Table 10.

It is obvious from this study that those preferring overnight cabins do so because the cabins are "more private" and "more convenient." Being by themselves, easier parking, easier handling of luggage, no tipping, and other similar reasons were given in the questionnaire. A considerable number mentioned "easier with children," as a reason for preferring cabins. Others noted in the table were "do own cooking," "inexpensive," and "more quiet."

For those preferring hotels, most frequent reason given was "more convenient." Others were "cleaner," "more quiet," and "more private."

Motorists preferring tourist homes, being third in popularity in the survey, give "more homelike" and "more inexpensive" and "cleaner" as principal reasons for their choice.

Trailer coach parks and camping has the smallest preference. Those who did like such facilities best gave "more privacy" as the main reason.

Question #3. Where do you like such accommodations to be located? A composite answer from all types of accommodations preferred seemed to be the most practical method to present this data, which is given in Table 11.

Table 11
Customer Preference in Location
of Overnight Accommodations

Location	Total occurrence	
	Number	Percentage
At edge of town	110	55.3
Near a lake	32	16.3
In the country.	29	14.7
In town	17	8.6
No preference	9	4.6
Total . . .	197	100

Conclusions from Table 11.

The most popular location for overnight accommodations is at the edge of town as 55.3% of those parties being interviewed stated that they preferred this location. Some of the reasons given were "near food," "near to stores," "near shows," "go into town easily," "near car service," "see the town at night." Next, but much lower in popularity, was a location "near a lake." Following this was a location "in the country." Those preferring an overnight location "in town" comprised only 4.6%. This indicates a very small demand for such a location. As the parties interviewed were

almost entirely vacationists, this indicated a desire on their part to get a change in environment from the regular city routine.

Comments Regarding Michigan's Tourist Business

In addition to the questions already analyzed, the author asked each party for comments on anything that they, as vacationists, had observed concerning the facilities or services accorded them in the state. Some sample replies selected at random are included because the information furnished is of general interest to the tourist industry.

"Nicest state we ever traveled in," "roads good," "good food," "too much beer," "food not as good as it should be," "food not served satisfactorily," "like the state parks," "would like water in the roadside parks and more rest rooms," "rest rooms are very poor in most gas stations," "state parks have terrible rest rooms," "would like a tourist guide," "prices OK, we got what we paid for," "need more modern cabins," "found good accommodations," "Michigan is outstanding, we like the parks and roadside tables," "enjoyed trip," "U.S. 2 highway is outstandingly beautiful--best in the United States," "too many billboards which obstruct the view," "need better ferry service," "need a bridge across the straits," "list all cabins available near each community," "highways are maintained well," "cabins need more modernization," "too many bugs," "cabins not well kept up, old furniture," "western United States ahead

of Michigan in motels," "people are friendly," "tourist accommodations are wonderful," "roads excellent," "we've been shown courteous treatment," "roads better than Wisconsin," "roadside tables are wonderful--for the common man," "roads too crooked," "road signs don't show mileage between cities often enough," "Michigan accommodates all types of people," "need better advertised cabin rates," "charge too much for cabins in Michigan," "would like more playgrounds," "bad roads," "need more public boat harbors," "having a child along raises prices on cabins," "gas stations are not open early enough in the morning," "better roads than Indiana," "Michigan better than 17 states I've traveled in," "people dump trash along roads," "like the tree-lined highways," "like to travel in Michigan," "prettiest trip we've ever taken," "good camping facilities," "Michigan is leading the country in tourist accommodations."

SUMMARY

Many motor courts are being built today and up to the present time there has been no scientific approach made to the problem of their location. The choice of the right location is probably the most important single element in the establishment of a motor court.

Objective of this study is to formulate a specific set of criteria, the use of which will materially assist in judging the desirability of any particular site. Development of a motor court at a location carefully selected in light of these criteria will likely be more profitable than one not as judiciously selected.

Earliest beginnings of the tourist business took place on Mackinac Island in 1781 when the British took the island over from the French. Small groups visited the island and later on, following the discovery of iron and copper in the Upper Peninsula, people came by sailing boat to visit coastal sections of the peninsula, largely in summer. The first summer resorts in the Lower Peninsula date back to lumbering times, 1850 to 1890. Lumbermen themselves built resorts, as did corporate interests such as railroads and steamship lines. Early resorts were established along the west shore at such places as Bay View, Old Mission, and Charlevoix. The larger inland lakes such as Higgins, Burt, and Mullett had resorts

begun before 1900. Farther south, resorts were built at Epworth Heights, Onkama, Grand Haven, St. Joseph, Union Pier, and Sodus. On the east side of the state, the St. Clair "flats," Algonac, and Port Huron were established before 1900.

In many places in Michigan, particularly in the northern part, the plow did not follow the axe and the land was not producing very much. However, it wasn't long before discouraged men in the upper counties began to realize that these cut-overs were producing an annual crop--unaffected by drought or untimely frost. It was the vacationist in his Tin Lizzie, snaking his way through the woods on the sand trails, usually going hunting or fishing. These early sportsmen started clubs such as the Turtle Lake Club for deer hunters, the Fontinalis Club for trout fishermen, and the Point Mouillet Club for duck hunters. Many local residents made extra money by accommodating and otherwise serving these sportsmen.

Another early development was the health resorts or spas. These first began in St. Louis in 1853. The therapeutic quality of the water drew many visitors as did similar discoveries of mineral water at Spring Lake and Mount Clemens.

Development of the Motor Court Industry

Motor courts grew with the development of the automobile industry. The year 1919 was the beginning of the automobile age. It marked the passing of the linen duster, visored cap,

and goggles. It marked the beginning of the greatest car and highway building age the world has ever seen. Something had to be done to accommodate the motor campers and the overnight cabin came into being. The simple one room cabin has evolved into the modern, completely equipped de luxe motor court room of today, having tiled bath, hot and cold running water, and automatic heat. The enormous growth of the automobile industry literally put America "on wheels." There were 4,912 passenger cars built in 1900. In 1948 there were 3,899,665 cars built. In 1922 there were some 600 "tourist courts" in the United States. By 1940, there were 13,521 courts. There will be an estimated 18,000 courts in the country by 1950. Michigan's 1948 tourist business is estimated to be \$450,000,000.

Physical Aspect of Location

Consideration of soil type, topography, surface drainage, internal drainage, septic tank drainage conditions, suitability for landscaping and lawn growing, is basic in choosing a location. A physical site classification designating Class 1 (ideal), Class 2 (good), Class 3 (fair), and Class 4 (poor) was developed. Pictures and maps show examples of each of the four physical site classes.

Economic Aspects of Location

A profitable location must be one which is adaptable to the fundamental economic and human elements which are so

prominent in the business of providing overnight accommodations.

These are as follows:

1. Accessibility. The motor court must be easily reached from the highway.

2. View. There should be a clear view of the court from every direction for a distance of least 1500 feet.

3. Permanence. The motor court should be located on a highway which is not likely to be re-routed for 20 years.

4. Traffic count. A motor court must be located on a heavily traveled main highway if it is to be profitable.

5. Length of season. Period of time the court is to be in operation during the year is the foundation upon which all financial plans are laid.

6. Distance off highway. The motor court is selling sleep, thus the farther back it is off the highway (and still present a good view) the better.

7. Gradient of highway. Do not locate at a point where trucks must shift gears in order to get over a hill.

8. Signs. Site selected must be adaptable to the placing of several good signs to attract attention and give directions to the court.

9. Natural stops. Some spots are where the motorist slows down such as intersections, top of hills, edge of towns or where highway is close to lake shores or rivers.

10. Surroundings. The type of land use near the motor court should be harmonious with the quiet atmosphere and attractiveness of the modern court.

11. Nearness to town. Motorists want to be conveniently near community facilities and the best way to provide them with these services is to be located not more than 8 miles or a 15 minute drive from the shopping district of the nearest town.

12. Competition. A survey should be made to find out the present number of transient rooms in a community, the amount of demand for these rooms, and the profit possibilities of establishing a new court before going ahead with construction.

13. Nearness to food service, grocery, car service. If these services are not readily at hand, arrangements for providing them is advisable.

14. Public utilities. Electricity from high lines, abundant good quality water supplies, and gas (if available) are essential to efficient operation.

15. Place of origin of patronage. The motor court should be located where the largest possible percentage of passing motorists are looking for a place to spend the night. A study was made of 12 representative, successfully operated motor courts in different parts of the state to find out the places their patrons originated. There is a very definite

relationship between the particular location chosen and the place of origin of its patronage. If the motor court is to have a profitable location, it must be so situated that it will provide a convenient stop for motorists coming from the large population centers of southern Michigan as well as from the heavily populated sections of the states nearby to Michigan.

16. Length of stay. The big bulk of patronage of the 12 motor courts studied only stays one night (87.1%).

17. Composition of parties. More than half (59.1%) of parties are couples, 20.3% are single travelers, larger parties of three, four and over four persons make up 20.6% of the trade. Motor court rooms should be adaptable to accommodate different sized groups.

18. Length of day's drive. The American Automobile Association national average shows about 320 miles a day. On an hourly basis, the average miles per hour is at the rate of 100 miles every 3 hours of driving time.

19. Time of departure of tourists. A total of 52.8% of all motorists interviewed departed/between 6:00 AM and 12:00 noon, 27.4% departed between 12:00 noon and 6:00 PM. from home
Thus, the majority of travelers departed/on their trips in the morning hours after 6:00 AM.

20. Size of tract needed. Sufficient land

should be purchased at the outset to accommodate the size of court ultimately to be built.

21. Cost of the tract. Cost of the tract should be about one-sixth of the cost of the entire development. It is usually wiser to pay a little more for a first class location than to try to save money on land and accept an inferior location.

22. Shade trees. Experienced operators recommend a gently sloping rise of ground with a few good native trees. Some sunshine and some shade is better than too much of either.

23. Zoning and building code. Zoning and building ordinances may be enacted by cities, villages, townships, and counties. As construction of motor courts is sometimes prohibited or limited by such ordinances, information should be obtained from the respective clerks of unit of government court is to be located in.

24. Points of interest nearby. It is usually advantageous to be located near points of interest which tend to attract visitors into the region.

25. Area promotion. A strong chamber of commerce and regional tourist promotion organization can help generate business for the motor court.

Customer Preferences in Location

The likes and dislikes of the customers are of considerable consequence when choosing a location. From the August and September survey of 197 touring groups at the Straits of Mackinac it was found that 71.1% preferred overnight cabins for their accommodations. Hotels were the choice of 10.2% and 9.1% preferred tourist homes when traveling. Only 3% preferred trailer coach parks followed by 2.5% liking camping best. Most of the people interviewed said they preferred cabins because they were more private and more convenient. Most of those preferring hotels remarked that they thought a hotel was more convenient. When asked where they liked overnight accommodations located, 55.8% stated, "At the edge of a town." "Near a lake" was preferred by 16.3% and "in the country" was the choice of 14.7%.

Many interesting comments regarding Michigan's tourist business were obtained from the motorists interviewed. Some of these were: "Like the state parks," "roadside parks excellent for the common man," "highways excellent," "too much beer," "rest rooms in gas stations and state parks poor," "need simple meals well cooked," "tourist accommodations are wonderful," "need better ferry service," "Michigan accommodates all kinds of people."

MOTOR COURT LOCATION EVALUATION SHEET

Instructions: For each of the points listed, make a check mark in the rating column showing how it reflects your appraisal of the answer in the first column.

Criteria	Answer Check yes or no, numerical or qualitative answer	Rating			
		Excellent	Good	Fair	Poor
Physical aspects:					
Soil type.....					
Topography.....					
Surface drainage..					
Internal drainage.					
Septic tank drain.					
Landscaping.....					
Growing lawn.....					
Economic aspects:					
Accessibility.....					
View.....					
Permanence.....					
Traffic count:					
-out-of-state					
-Michigan.....					
-Local.....					
Length of season..					

MOTOR COURT LOCATION EVALUATION SHEET

Instructions: For each of the points listed, make a check mark in the rating column showing how it reflects your appraisal of the answer in the first column.

Criteria	Answer	Rating			
	Check yes or no, numerical or qualitative answer	Excellent	Good	Fair	Poor
Distance off hiway					
Gradient of hiway.					
Signs.....					
Natural stop:					
-intersection....					
-curve.....					
-good view.....					
-lake or river...					
-hill top.....					
Surroundings:					
-quiet.....					
-harmonious.....					
Nearness to town....					
Competition:					
-no. of courts...					
-no. of hotels...					
-no. tourist home					
Number of services:					
-food service....					

MOTOR COURT LOCATION EVALUATION ~~SHEET~~

Instructions: For each of the points listed, make a check mark in the rating column showing how it reflects your appraisal of the answer in the first column.

Criteria	Answer	Rating			
	Check yes or no, numerical or qualitative answer	Excellent	Good	Fair	Poor
-grocery.....					
-gas station.....					
Public utilities:					
-electricity.....					
-water.....					
-gas.....					
-telephone.....					
Origin of patronage:					
-nearest large cities.....					
-distance.....					
Length of day's drive					
-distance from large cities..					
Size of tract.....					
Cost of tract.....					
Shade trees.....					
Zoning.....					
Building code.....					
Points of interest.					
Area promotion.....					

SUGGESTIONS FOR FURTHER INVESTIGATIONS

The motor court industry is a new industry. The profession of operating such a complex establishment is a challenging and demanding one. There is no library of reliable, age-distilled facts and information which such an operator can turn to when problems confront him. Much building of this library is needed in order to encourage and service a progressive development of the business. This study investigates just a few of the numerous aspects of establishing and managing a motor court. Some of the additional studies suggested are:

1. A study of occupancy percentages in different locations and an analysis of these percentages to find out why some establishments have a high percentage of occupancy and others do not.
2. A study of organization and management to determine the most profitable methods of operation.
3. A study of advertising and promotional methods.
4. A study of costs and returns in the business in relation to the total investment.

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