

#80-147

STUDY OF INFORMATIONAL NEEDS  
OF TOURISTS IN MINNESOTA

Conducted for  
THE MINNESOTA DEPARTMENT  
OF TRANSPORTATION

LEGISLATIVE REFERENCE LIBRARY  
STATE OF MINNESOTA

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MARKETING DECISIONS, INC.



## INTRODUCTION

This report presents the findings of a six-part study of the informational needs of Minnesota tourists and travelers conducted for the Minnesota Department of Transportation during the second half of 1978.

The project was undertaken with the overall purpose of recommending alternative strategies for providing information to tourists about how to locate Minnesota facilities and places of interest.

This research study has attempted both to identify alternative methods of providing information to motorists and to evaluate the recommended alternatives.

The Federal Highway Beautification Act calls for removal of non-conforming billboards on state and interstate roads. Many of the billboards that have been taken down advertised tourist facilities and additionally provided information on how to locate them. The premise for this study was that other means of supplying information to tourists may have been inadequate and are now perhaps even more necessary in the absence of highway billboard advertising.

The fundamental issues and specific objectives of this project are:

- o To identify efforts made to accommodate travelers' informational needs in other states where tourism is an important industry.
- o To determine the magnitude and character of the problems related to providing adequate travel information to motorists in Minnesota.
- o To identify the attitudes and perceptions of resident and non-resident travelers, resort operators, and chambers of commerce personnel in Minnesota regarding information sources most used, needed, and desired.
- o To identify solutions and effective strategies for meeting Minnesota tourists' and travelers' informational needs.

This report contains a Summary of Findings section, which reviews the recommendations and conclusions of the study, followed by the reports of each of the project's six research and analysis phases. The individual report topics are the following:



Report 1: Executive Summary: Literature Search Findings

This study, conducted in September 1978, identifies and reviews programs in other U. S. states regarding information provision to travelers consistent with Federal highway beautification laws.

Report 2: Qualitative Study: Interviews with Chamber of Commerce Personnel

This report reviews the results of personal interviews conducted with representatives of chambers of commerce in Minnesota to explore possible ways to make it easier for tourists to locate places of interest in Minnesota.

Report 3: Quantitative Study: Telephone Survey of Resort Operators

This report analyzes the results of a telephone survey of 100 Minnesota resort operators conducted for the purpose of quantifying attitudes toward tourists' informational needs and reactions to possible information source alternatives.

Report 4: Qualitative Research: Resort Operator/Panels Focus Groups Report

This is a report of focus group discussions conducted with Minnesota resort, motel and hotel operators to obtain feedback concerning the impact of the Federal Highway Beautification Act on tourists and providers of tourist facilities.

Analysis of Resident and Non-Resident  
Report 5: Mailback Surveys

This report reviews and analyzes the findings of three large-scale surveys of resident travelers and non-resident tourists conducted by the Minnesota Department of Transportation during the summer of 1978.

Qualitative Research: Resident Evaluation  
Report 6: Panels Focus Group Report

This final research phase consisted of focus groups among Minnesota resident travelers. The purpose was to provide further evaluation and directions for refinement of information source alternatives.

Alternate recommended elements of the tourist information system in artwork form (including slat sign, directional sign, sign bay, tourist information logo) were shown to respondents. See the Appendix of Report No. 6 for examples.

## SUMMARY OF FINDINGS

In the surveys conducted by the Department of Transportation in the summer of 1978, it was found that 14% of residents traveling about the state had difficulty locating facilities and places of interest in Minnesota. Among these motorists, parks and recreational areas (42%) and resorts, lodges and campgrounds (41%) were mentioned most frequently as difficult places to locate. Of these same resident travelers surveyed who had difficulty, 81% said more signing is needed on minor highways and roads, and 56% said more signing is needed on major highways. ( In addition, 55% of the respondents who had no difficulty locating places desired more signing on minor highways and roads.) Furthermore, over half of all the resident travelers interviewed said more readily available state highway maps would make it easier to locate places of interest.

The magnitude of the problem among non-resident travelers, does not seem as great possibly due to the higher incidence of pre-trip planning. Thirty-seven percent (37%) of the non-resident travelers surveyed had used travel guides, pamphlets and brochures as sources of information for their trip, compared to 17% of the resident travelers. Similar results were found, however, in the non-resident surveys, as follows:

Those having difficulty locating places in Minnesota amounted

to 11%. Resorts, lodges and campgrounds (21%) and parks and recreational areas (13%) were reported most frequently as places difficult to locate. Of non-residents who had difficulty locating places, 38% felt it would be easier if there were more highway signs with detail (including private place names), 29% desired more tourist information centers, and 21% indicated a need for more highway signs identifying minor highways and roads. Additionally, one-fourth of the non-resident travelers desired more readily available state maps.

Regarding specific information to be contained on road signs, about one in four resident travelers surveyed said there is a need for more road signs that (1) give directions to specific parks or resorts, (2) indicate what junctions are ahead, and (3) identify the road being traveled on. Among non-resident travelers, about one in five desired more road signs that (1) describe the services available the next few miles, (2) give directions to specific parks or resorts, and (3) are state-owned and list upcoming services by name.

The resident and non-resident surveys also found that one-third of the resident travelers and one-fourth of the outstate visitors relied on billboard advertising to locate places to stay or visit while traveling in Minnesota. These are significant number of travelers and visitors who must turn to other sources of information in the absence of highway

billboard advertising. As identified in the surveys, it seems this informational gap can best be filled by distributing more state maps and by providing more specific directional/informational road signs.

The quantitative survey of Minnesota resort operators shows further support for these findings, indicating that the needs of those who are engaged in the business of serving tourists -- the providers of gas, food and lodging -- coincide with the needs of visitors and travelers who wish to locate their facilities.

To summarize this survey's results: Resort operators would like to see improved state efforts in providing travel information to tourists. Only two in five resort operators surveyed gave a positive rating to the state's current tourist information program. Most said it is fair (34%) or poor (18%). Few resort operators distribute state highway maps or regional tourist maps, possibly due to unavailability. Significantly, the vast majority of respondents said that more readily available state highway maps (87%) and inexpensive regional maps that highlight tourist facilities and attractions (72%) are needed and would be very effective informational aids. Resort operators also frequently mentioned the following as very effective ways to meet tourists' needs: (1) implementing a 24-hour telephone information system with a toll-free number (67%); (2) having more road signs giving specific directions

to towns (65%); and (3) installing sign bays or plazas at wayside rests (62%).

The general quality of Minnesota's present road signing was considered good by the majority of resort operators surveyed (59%), however, a significant number (37%) said it creates additional tourist information needs rather than helps reduce those needs. Moreover, the majority of respondents (51%) said Minnesota's federally-regulated directional signing on major highways is not adequate. This refers to signs designating gas, food, lodging, resorts and camping facilities, either with an instruction to take the next exit or with directional arrows. Half or more of the resort operators surveyed expressed a desire for more specific information on directional signs, to include at least mileage to facility (56%) and name of facility (50%). Nearly half of the respondents also desired arrows showing directions of travel to facilities (47%) and information about the kind of services available (45%).

*44 hotel*  
Resort operators indicated the removal of billboards as a result of federal highway beautification laws has had a negative impact on tourist travel, making it more difficult to find travel destinations (particularly in remote locations). Over three-fourths of the respondents operate resorts in areas where billboards have been removed, and a significant number, 43%, reported that the removal has caused an increase in

requests for travel information. In conclusion, the directional information that was typically provided by billboard advertising is the kind of specific information resort operators believe motorists desire and need to locate Minnesota facilities.

These findings, along with qualitative assessments made in the focus groups conducted with resort operators, chambers of commerce personnel and resident travelers, lead us to conclude that there is a need for the state to develop a tourist information system based on an improved map and road signage program. The following are the recommended elements of the tourist information system:

A. Maps

- 1) Increase availability of current state transportation map, which is primarily directional.
- 2) Produce and distribute inexpensive regional/county maps that could provide for paid advertising by service providers (resorts, hotels, gasoline stations, etc.) on the back of the maps.

This should require that the appropriate state agency (or agencies) coordinate and oversee the production and distribution of regional maps for all counties. At present, some counties have maps, others do not; some counties appear to need better channels of distribution for their maps. A state-

organized effort could ensure that all counties are represented by maps with widespread distribution.

- 3) Produce a new state-wide directional map that also promotes destinations by pictorial/graphic illustrations of places of interest in Minnesota. This would be similar to the map produced by the Department of Economic Development several years ago ("A Pictorial Guide to Fun in the North Star State"), but made more functional and useful to travelers by displaying road markings.

B. Signs

- 1) Develop an organized signage program on minor highways and roads to provide specific resort information (using slat signs located off major highway exits, directional signs marking the route on minor highways and roads, and site signs (at the destination)).
- 2) Place more signs on minor highways and roads providing distances and directions to towns and highway junctions.
- 3) Provide for strategically-located central tourist information points with sign bays. The number of sign bays needed and their specific locations throughout the state should be determined by further research. Based on findings of the current research, it would be most practical to install sign bays, for example, near gasoline stations where they can be easily



monitored, and where tourists and travelers typically seek information. Adequate monitoring of sign bays, for example, by service station attendants, may be necessary due to the problem of vandalism reported in the past.

C. Tourist Information Identification Symbol

Incorporate into these elements an identification symbol (or tourist information logo) that ties all the elements together and accredits them. For example, the symbol would be displayed on slat signs and directional signs, at sign bays and information centers, and on all maps (state and regional) to identify the state's development and coordination of a tourist information system. Because the Department of Economic Development is involved in efforts to promote tourism, a joint agency panel from the Department of Transportation and that department could oversee the development of a tourist information identification symbol.

Thus, based on the results of surveys and interviews conducted in Minnesota, as well as the findings from the literature search of key states where tourism industry is an important concern, it is recommended that Minnesota's tourist information

system revolve around two key elements: maps and highway signs. It is also recommended that an organized and unified approach be taken to implement the system, that could involve joint effort by the Department of Transportation with the Department of Economic Development.

The narrative beginning on the next page explains the nature of and rationale for the individual elements recommended for the tourist information program. The recommendations are based on quantitative research assessments stated earlier, and elaborated by the qualitative research findings.

## Maps

The research studies found that travelers rely heavily on the use of maps and that the unavailability of state maps was cited as a major problem, perceived by travelers as well as resort operators.

Among resort operators, the research found that regardless of the type of business, they are experiencing problems with some tourists not being able to locate their facilities. Focus group respondents expressed that this problem is especially acute for those facilities in remote locations that are some distance from major highways.

More readily available state maps was regarded as an important and necessary solution. The quality of the current state map is considered excellent, but resort operators participating in the focus groups were willing to compromise that, saying they will accept a state map with lower-quality paper and printing as long as the details are good, and most important, the maps are made more readily available and are widely distributed.

Qualitative (focus group) research among Minnesota resident travelers indicates that people may be willing to pay for state maps and state-provided regional/county maps.

In the resident traveler focus groups, county maps were considered especially useful for locating hunting, fishing, camping and other recreational sport areas. In order to increase the availability of regional or county maps, respondents were willing to trade-off some color on maps because it would make larger quantities less expensive to produce and thus make the maps more readily available. One-color, black and white maps, however, were found extremely difficult to read. Respondents additionally accepted the idea that advertising could be solicited from resort and service facilities, and placed on county maps to defray the production cost. (Becker County, for example, has produced such a map.)

Reaction by some of the respondents in the qualitative phase of this study was enthusiastic regarding a pictorial state map with graphic illustrations of Minnesota's places of interest (such a map would likely use symbols to denote ski areas, parks, historic sites, etc.). The pictorial map should be made functional by displaying road markings; many considered this essential. Several years ago, a similar map was produced by the Department of Economic Development, however, it does not have adequate road-marking designations that would help travelers see exactly where places of interest are located.

## Road Signs

In the focus groups, travelers and resort operators both reported that limited or non-existent directional and informational signage on minor highways and roads is a problem.

In the quantitative survey of resort operators, specifically, the types of information considered most important to display on road signs were identified. As stated earlier, these were: (1) mileage to facilities (56%); (2) name of facilities (50%); (3) arrows showing directions of travel to facilities (47%), and information about the kinds of services available (45%).

Focus group traveler respondents elaborated the criteria for road signage, saying signs should be 1) easy to read (with reflective lettering), and 2) blend well with the surrounding environment.

The slat sign concept was well-received in the resident focus groups; most respondents, however, felt that the slats should be limited to advertisers providing essential types of services -- such as food, gas and lodging -- to eliminate the confusion and clutter that could result from a large number of slats.

In the research studies conducted with resort operators, respondents expressed a need to have additional signs. Although Minnesota's present signing on major highways was considered adequate, the signing on minor highways and roads was not (minor highways refer to both state and county roads). Focus group participants confirmed that the most important information to have on minor highway and road signs is the facility's name with directional arrow and mileage. Of secondary importance is a description of accommodations at the facility, such as by use of symbols.

Overall, resort operators were willing to consider the use of a state-regulated sign that provides directions in a uniform, uncompetitive manner. This refers to signs regulated by size, format and location.

Some operators of tourist facilities presently feel they are discriminated against, because the few billboards that remain command such high prices to lease, that they are unable to afford their use.

## Sign Bays

Resident travelers reacted positively to installment of sign bays along major highways. They would be best located where travelers make necessary or frequent stops, such as at gas stations or wayside rest areas.

In the past, sign bays were found difficult to maintain because of vandalism. However, if they were to be located near gasoline stations, for example, local station attendants could monitor their use.

Focus group participants suggested that sign bays include the following: 1) information concerning food, lodging, campground and gas with months and hours of operation. (Respondents reported frustration finding services or facilities closed due to seasonality or hours of operation.); 2) a state and/or regional map showing the location of the sign bay (such as by designating "YOU ARE HERE"); 3) a vending machine which dispenses maps and informational brochures about the immediate area for a nominal charge; 4) information about locations of and distances to other sign bays or information centers; 5) emergency information to include directions and telephone numbers for the nearest hospitals and police or highway patrol stations; 6) bathrooms; 7) good lighting at night, and 8) a phone (A consideration is having a customized phone with special

information numbers, such as a number for a report on road conditions, one for emergency assistance and one with a recorded local promotional message. Note that the above are listed as suggestions; the decision to include these elements at a sign bay would depend on cost factors.

Overall reaction was favorable regarding a 24-hour toll-free tourist telephone information system. Respondents also felt that sign bays need not be especially large, but should be constructed to provide the user with protection from harsh weather.



## Tourist Information Identification Symbol

Travelers interviewed in the evaluation panels reacted positively to the concept of employing a symbol to represent the tourist information system and using it on all signs, maps and at information centers. Focus group respondents evaluated several symbol alternatives. The pine tree/water symbol was generally preferred. (Refer to Report No. 6: "Resident Evaluation Panels.") The concept of using a question mark (?) to symbolize tourist information was also well-received.

(When referring to the artwork examples, note that they were used in the focus groups as exploratory designs to gather reactions among resident travelers. The designs should be thought of as a starting point and not the final product in the development of a tourist information identification symbol.)

## Cost Estimates and Projections

The following provides some indication as to the cost of implementing individual recommended elements of the state tourist information system.

### State Transportation Map

The unit cost of producing the current state transportation map is 11.5 cents. Last year, 1.3 million maps were produced at a total cost of \$150,000. Increasing production to 2 million maps this year, for example, would require approximately \$230,000.

### Pictorial State Map

Regarding the pictorial state map, production costs are estimated to be about the same as the state transportation map; it is recommended that four colors be used for printing as well as the same paper stock and size. Thus, the running cost per unit for a map size of 25 inches by 30 inches would be approximately 11.5 cents, which amounts to \$115 per 1000. The production of this map would also entail creative design and development costs. This fixed cost is estimated to be \$12,000.\* The approximate total cost for developing and producing 1 million pictorial state maps in 1979 is \$127,000.

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\*This estimate was provided by Archar (Western) Inc., a local map graphics illustration firm.

### Regional/County Maps

It is recommended that regional/county maps utilize four colors on the front, and two colors on the reverse side. The Becker County map does this and displays advertising on the reverse side. Because production costs are defrayed by the advertising, the maps are available free to the public. The size of the map is  $21\frac{1}{2}$  inches by  $17\frac{1}{2}$  inches. The cost to produce 15,000 Becker County maps in 1976 was \$1120, or 13.4 cents per map.

It is recommended, however, that the county maps be made larger in order to accommodate all the details that would be required on such maps. This is especially true for counties where there is a large number of resorts concentrated in a small geographic area.

The cost of producing such a map that would essentially be the same size as the state transportation map, 26 inches by 30 inches, requires a fixed cost of approximately \$7,000 (research, design and development)\* and a running cost of approximately \$115 per 1000 (paper and printing.)

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\*This estimate was provided by Archar (Western) Inc., a local map graphics illustration firm.

### Slat Signs

A slat sign would cost approximately \$11.71 per square foot to furnish and install, according to state engineers. This total combines \$4.71 per square foot for the material (aluminum sheet), \$3.50 per square foot for the wooden post, and approximately \$3.50 per square foot for the labor involved in the installation.

The total cost of installing a slat sign consisting of six slats (each 1 foot by 6 feet, totaling 36 square feet) would be approximately \$420. This amounts to \$70 per advertiser.

Thus, providing fifty slat signs of this size would cost \$21,000 for furnishing of materials and installation. The cost of providing 100 slat signs would be \$42,000.

These are rough estimates only and not bid prices.

$$\$160,000 = 4,000$$

### Sign Bays

The following information was obtained regarding sign bays erected in Vermont: Sign bays are referred to as information plazas in Vermont. At present, the state has approximately 80 plazas. The cost per unit for installation and furnishing of materials is \$2,500. The information plaza structure includes two panels, each 4 feet by 8 feet, an aluminum frame, protective sheeting for vandalism control, two 8-foot fluorescent light tubes, and a shingle roof that is 10 feet by 7 feet. The cost of this structure includes a concrete base.

This information was provided by Mr. Boynton Saia, Supervisor of Roadside Beautification, who works in the Sign Control division of the transportation department.



REPORT 1

EXECUTIVE SUMMARY :  
LITERATURE SEARCH FINDINGS  
STUDY OF INFORMATIONAL NEEDS  
OF TOURISTS IN MINNESOTA





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## INTRODUCTION

This report is submitted to review the findings of a literature search conducted for the Minnesota Department of Transportation in August 1978. This search has been undertaken prior to research and analysis which was made of the information needs of tourists visiting Minnesota.

The overall purpose of this report is to identify and review programs in other U.S. states, regarding information provision to travelers consistent with Federal highway beautification laws. Such a review provided background information and input of significant value in the planning of research questionnaires and information alternatives

Specific objectives which Marketing Decisions' literature search and this report were designed to meet are:

- o To determine how Federal highway beautification laws have been variously interpreted in states with tourism industries similar to or of relevance to Minnesota concerns, and to assess what is being done and not done as a consequence of those various interpretations.

- o To identify alternate methods used in other states, first, to identify the magnitude and character of tourist information needs, and second, to accommodate those needs through signage, collateral materials and other means.
- o To evaluate the effectiveness of both efforts above, i.e., the identification of needs and their solution, based on the results of research and evaluation made in other states.
- o To obtain from these states, examples of current tourist information methods, including but not limited to signage, collateral materials, visitor centers, maps and billboards.

The information regarding individual states' interpretation of the Federal beautification laws, and of tourist information and signage programs, was obtained by use of telephone interviews conducted with appropriate state officials. A sample of the questionnaire used in these interviews is in the Appendix. The fourteen states which responded to the questionnaire were: Florida, Iowa, Maine, Michigan, New York, North Dakota, Oregon, Pennsylvania, South Dakota, Utah, Vermont, Virginia, West Virginia, and Wisconsin.

This report has been divided into the following sections:

- o INTERPRETATION AND IMPACT OF FEDERAL HIGHWAY BEAUTIFICATION LAWS
- o TOURIST INFORMATION SOURCES PRESENTLY USED IN OTHER STATES
- o SIGN PROGRAMS UNDERWAY IN OTHER STATES
- o SUMMARY OF RESEARCH STUDIES CONDUCTED REGARDING TOURIST INFORMATION NEEDS.

## EXECUTIVE SUMMARY

The following highlights major findings or insights from this literature search, each of which is discussed fully in the body of the report.

- 1) The states surveyed generally fall into three different categories in terms of their progress regarding and commitment toward highway beautification. On one extreme are the states which have been cited for non-compliance -- New York and South Dakota. The latter has given up its 10% Federal highway matching funds by choice, feeling that to comply with the laws would result in a loss of tourist revenue to the state greater than the 10% matching funds. New York has been cited for non-compliance because of the slowness with which non-conforming billboards have been removed.

On the other extreme are those states who have readily and rapidly enforced the beautification act, and/or whose state laws regarding roadside signing are significantly stricter than the Federal. Included here would be North Dakota, West Virginia, Virginia, for their speed of enforcement, and Oregon and Vermont, for the strictness of their state laws. Oregon allows no outdoor advertising visible from its roads; Vermont allows no outdoor billboards whatsoever.

Between these two extremes are the majority of states surveyed -- Florida, Iowa, Maine, Michigan, Pennsylvania, Utah and Wisconsin. In these states, removal of non-conforming billboards is proceeding steadily as funds are available for sign purchase; generally about half the total number of non-conforming boards have been removed in these states.

- 2) Other than Oregon and Vermont, few states have instituted road signing laws stricter than the Federal Highway Beautification Act. Where states have stricter laws, it is generally only in a single area such as regarding on-premise signing, rather than in all aspects of their road sign statutes.
- 3) In the states surveyed, priorities vary for sign removal by type. Where priorities exist for the order of sign types to be removed, generally directional signs are favored over product-only signs. Another way in which priorities are set is by type of road, i.e., with priorities for removal on interstates or primary roads. Some states leave the designation of sign removal schedules up to the private sign companies involved.
- 4) The states surveyed are replacing, or intend to replace, signs removed with conforming signs, generally directional

in nature and located at rights-of-way. Most states appear to be interpreting liberally, the Federal laws regarding directional signing, by allowing such signs to direct travelers to gas, food and lodging establishments. The stricter interpretation of the Federal law would be to allow directional signing only for activities of significant interest, defined as educational, historical or religious activities.

- 5) Other examples which support the generally liberal interpretation which the states surveyed are making of the Federal Highway Beautification Act are:
  - o That most states take up on the Federal law's allowing outdoor advertising in commercial/ industrial zones.
  - o That states are coming up with their own alternative tourist/motorist information systems, out of a desire to protect their tourist business and private enterprises involved in it.
- 6) Maine sets a good example among the states surveyed, as to provisions for public input in the determination of the nature of the official business directional sign program to be developed there. This provision for public participation has been built into a state roadside advertising law which



went into effect on January 1, 1978, in that state.

Maine intends that public input will help shape the final details of the exact size, shape, color, lighting, manner of display, lettering, fees, location, etc., of the proposed new signs. To facilitate this, Maine has done something innovative -- an experimental group of the signs, for public viewing, has been erected at a location where U.S. Route 1 intersects with a primary state road, prior to public hearings to be held regarding the signs.

To obtain the desired public input, the new law has created a travel information council to advise the Commissioner of the Transportation Department. The council is appointed by the governor, and is charged with holding four public hearings in different locations throughout the state. The eight-member council is composed of representatives of the lodging industry, restaurants, recreation, the Keep Maine Scenic Committee, agriculture, environmental organizations, nonprofit historical and cultural institutions, and one member representing the general public.

- 7) The findings show that government tourist information methods most frequently common to all states surveyed, are manned information centers, brochures and pamphlets available from the state, and government-supplied state

highway maps. The states using these means generally characterize them as very effective ways of informing tourists.

Use of sign bays and interpretive centers was minimal in the states surveyed, and no evaluations have been made as yet of their effectiveness.

Indications are that two other information modes not yet in general use, have significant potential effectiveness in Minnesota and elsewhere, as ways to provide the information that billboards previously supplied. These are: 1) telephone hotline or citizens band radio tourist information services; and 2) state-supplied, inexpensive maps of regions or small geographic areas within a state. Both of these programs, too, are rated very effective by the states using them.

- 8) All fourteen states surveyed said that their local Chambers of Commerce play a significant role in supplementing tourist information efforts. The following is a list of some of the contributions the Chambers make to these states:

- o Provide local, county or regional literature
- o Develop and staff information centers
- o Match funds with county tourist organizations
- o Provide snow removal and maintenance services at information centers

- o Create sign plazas at information centers for beneficial organizations (Lions, Rotary, etc.)
  - o Engage in public relations efforts
  - o Exert influence in the legislature.
- 9) A private enterprise was identified in this literature search, which is under contract to the Oregon Department of Transportation, to design, develop and construct a travel information system in the rest areas in Oregon's highways. The purpose of the system is to provide information to motorists that was formerly provided by the billboards removed under the Federal Highway Beautification Act.

The company, Travel InfoCentres, Inc., bears all costs of construction and gives the state 40% of the 32 display panels in each InfoCentre to display information on historical sites, points of interest, travel tips, and emergency information and state maps. The company then sells the remaining 60% of the display space to commercial advertisers providing gas, food, lodging, camping, recreation and other travel services. It pays the Travel Information Council of the state of Oregon a percentage of its annual gross revenue received from the sale of commercial advertising space. In this way, the advertisers support the entire program at no cost to the Oregon taxpayers, and the program produces revenue for the state of Oregon in addition.

There are presently 14 InfoCentres operating on Oregon's interstate and primary highways.

- 10) The states surveyed are generally uncertain as to the nature of official business directional signing to be developed there. This uncertainty takes two forms: either directional signing programs are still being formulated, or such programs are pending legislative approval. For these states, then, the only signs allowed so far are the food/gas/camping/lodging type signs, those without names of businesses specified.

Vermont is one of the few states surveyed which has progressed to implementing official business directional signing, which there is used in combination with symbol signing.

- 11) Logo signing experiments and evaluation are underway, or have been completed, in New York, Pennsylvania, Virginia and Utah. New York and South Dakota have adopted logo signing programs, and Wisconsin and Michigan are awaiting legislative approval for such a signing program.

12) While studies are underway in several states regarding proposed directional signing programs using logos or symbols, few states surveyed have undertaken more general studies of the informational needs of motoring tourists, such as is being done presently in Minnesota. State research efforts reported here which appear particularly well-designed and comprehensive are as follows:

- o Vermont. This state's tourist information research efforts match the excellent quality of its signing programs. Questionnaires used to study the impact of directional signing and information centers are comprehensive, and do a particularly good job of attempting to identify changes in travel and purchase behavior as a result of information modes used. Like the Minnesota research, Vermont's studies include research among the providers of tourist facilities, as well as among motorists using those facilities.

Vermont frequently uses the intercept method of interviewing respondents at tourist facilities. Questionnaires used then determine whether the respondent would or would not have patronized those facilities because of information modes encountered and used.

Also discussed in this report is a thorough study done in Vermont regarding attitudes toward and impact of logo signing among both travelers and merchants.

- o Michigan. While Michigan has not conducted any studies specifically addressing tourist information needs, its overall tourist research efforts are worth noting. This is particularly true of the data they record from tourist information calls, and how that data is used to coordinate the distribution of tourist information materials.

For example, whenever a tourist inquiry is made, it is coded on computer by zip code of caller, how they found out about Michigan, and caller demographics. This state has also coded the peak demand times for literature and can adjust printing to meet demands. They also use this information to monitor trends in the Michigan tourist trade.

This state also conducts a Tourist Market Study which includes psychographics, media preferences, attitudes and awareness data (relating to Michigan and surrounding states) and statistical information. Results of this type of study are used to allocate their tourism advertising budget.

- o South Dakota. This state has conducted what appears to be a classic study regarding the economic impact on state tourism, from the removal of non-conforming billboards. The study, as appended to this report, provides detailed examples of how to predict the varied kinds of losses involved, including regional economic losses, consideration of the multiplier effect of loss of money in circulation, sales tax losses, employment reduction, and decreases in property tax receipts.

INTERPRETATIONS AND IMPACT OF FEDERAL HIGHWAY BEAUTIFICATION LAWS

The states surveyed generally fall into three different categories in terms of their progress regarding and commitment toward highway beautification. On one extreme are the states which have been cited for non-compliance -- New York and South Dakota. The latter has foregone its 10% Federal highway matching funds by choice, feeling that to comply with the laws would result in a loss of tourist revenue to the state greater than the 10% matching funds. New York has apparently been cited for non-compliance because of the slowness with which non-conforming billboards have been removed.

On the other extreme are those states who have readily and rapidly enforced the beautification act, and/or whose state laws regarding roadside signing are significantly stricter than the Federal. Included here would be North Dakota, West Virginia, Virginia, for their speed of enforcement, and Oregon and Vermont, for the strictness of their state laws. Oregon allows no outdoor advertising visible from its roads; Vermont allows no outdoor billboards whatsoever.

Between these two extremes are the majority of states surveyed -- Florida, Iowa, Maine, Michigan, Pennsylvania, Utah and Wisconsin. In these states, removal of non-conforming billboards is proceeding steadily as funds are available for



sign purchase; generally about half the total number of non-conforming boards have been removed in these states.

Other than Oregon and Vermont, few states have instituted road signing laws stricter than the Federal Highway Beautification Act. Where states have stricter laws, it is generally only in a single area such as regarding on-premise signing, rather than in all aspects of their road sign statutes.

In the states surveyed, priorities for sign removal vary. Where priorities exist for the order of sign types to be removed, generally directional signs are favored over product-only signs. Another way in which priorities are set is by type of road, i.e., with priorities for removal on interstates or primary roads. Some states leave the designation of sign removal schedules up to the private sign companies involved.

The states surveyed are replacing, or intend to replace, signs removed with conforming signs, generally directional in nature and located at rights of way. Most states appear to be interpreting liberally, the Federal laws regarding directional signing, by allowing such signs to direct travelers to gas, food and lodging establishments. The stricter interpretation of the Federal law, would be to allow directional signing only for activities of significant interest, defined as educational, historical, or religious activities.

Florida

The Federal government has provided \$1,000,000 per year for the removal of signs in Florida. Their acquisition program is in cooperation with private sign companies, where each company volunteers for sale which signs they want removed first. Fifty percent (50%) of the volunteered signs must be on the interstates, with the remaining 50% on primary roads. The state has set no priorities relating to the type of signs to be removed; this is totally at the discretion of the sign companies. Some directional signs are exempted from removal if the business can prove hardship. On-premise signs are controlled by distance from the activity and the lighting on the sign.

As of Fall 1975, \$5 million worth of non-conforming signs had been removed in Florida. This process re-commenced in January 1978, after which \$70,000 has been spent to date on removal.

Iowa

The Iowa laws have been patterned after the Federal laws for highway beautification, with only one exception. According to the Federal law, a divided highway is defined

as two roads and is entitled to erect the quantity of signs allowed for two roads. However, Iowa defines its divided highways as one road and therefore, only allows half the signs that otherwise could be installed there according to Federal standards.

On-premise signs are allowed, with certain restrictions pertaining to their proximity to the activity center. No program has been established yet for directional signing in Iowa. Iowa would like to see a permit system instituted for a proposed directional signing program. This would include a permit fee for all signs, and spacing limitations within zones. For example, signs would be required to be spaced 100 feet apart in municipal zones, 300 feet in rural and 750 feet in zoned commercial counties.

Iowa had 52,000 illegal signs to remove. Of this 52,000, 30,000 are still standing. In addition, 2,000 signs under permit are scheduled for removal. These 32,000 signs are being removed by police order, and no discrimination is made by type of sign.

Maine

To date, Maine has not removed any signs. They are going to remove all off-premise billboards beginning in October 1978, and extending for four years. Signs have to be removed within six years for non-interstate and primary highways. Maine's 1,800 non-conforming signs will be taken down on a county-by-county basis, with product and directional signs to come down concurrently. The state is utilizing Federal funds for this removal program.

In Maine, a state roadside advertising law went into effect on January 1, 1978, which calls for replacing existing billboard-type advertising in the state with official information centers and a system of business directional signs, uniform in size and color.

Maine intends that public input will help shape the final details of the exact size, shape, color, lighting, manner of display, lettering, fees, location, etc., of the proposed new signs. To facilitate this, Maine has done something innovative -- an experimental group of the signs, for public viewing, has been erected at a location where U.S. Route 1 intersects with a primary state road, prior to public hearings to be held regarding the signs.

To obtain the desired public input, the new law has created a travel information council to advise the Commissioner of the Transportation Department. The council is appointed by the governor, and is charged with holding four public hearings in different locations throughout the state. The eight-member Council is composed of representatives of the lodging industry, restaurants, recreation, the Keep Maine Scenic Committee, agriculture, environmental organizations, nonprofit historical and cultural institutions, and one member representing the general public.

Two news releases appended to this report in the Maine file, review the new law and its regulations regarding a uniform business directional signing system.

Michigan

Michigan exerts no control over on-premise signs. They are in the process of buying back non-conforming billboards. Some billboards are removed without purchase if they are grossly illegal. To date, 20,000 signs have been removed and more are being purchased when possible. These signs are being removed regardless of their type, whether product advertising or directional in nature.

The Michigan signing program will not be any stricter than the Federal act. However, no provisions have yet been made for erecting signs in non-commercial/industrial zones.

The Federal Beautification Act is viewed as being damaging to lodging providers in Michigan, especially resort owners and small merchants. For these businesses, no comparable alternatives to billboards exist as yet. Highway information centers, rest stops, picnic centers, and local Chamber of Commerce information centers are tourist information modes used in Michigan at Present.

The tourist budget will be increasing to \$4.3 million from the legislature for devising more suitable alternatives for tourist information. The method used there to obtain state financial support is to demonstrate economic contributions of the tourist industry.

New York

New York is one of the few states that has been cited for non-compliance with the Federal Highway Beautification Act. They are "struggling to keep their heads above water", said a state official interviewed there, in order to keep the 10% Federal highway funding. The Federal government has forced New York into a stipulation requiring compliance to a schedule of removal. The state subsequently made an application to the Federal government requesting exemption on the grounds of economic hardship at large tourist centers or areas. This application is still pending.

Five thousand billboards have been removed since the Federal act went into effect. Tourist oriented signs have been left standing as long as possible. This policy has been extremely difficult for New York to enforce because most of their signs, even product advertising, have some sort of tourist information on them.

At present, however, New York still has 5,000 non-conforming billboards backlogged for removal. One thousand of these must be eliminated by April 1, 1979. The bureaucracy of New York's state government makes this a very lengthy operation that entails much paper work, according to the state official interviewed.

North Dakota

The Federal Highway Beautification Act is being interpreted stringently in order to keep the 10% Federal funding in this state. Roadside signing is allowed only in commercial/industrial zones. On-premise signs are allowed if they meet certain requirements, such as that the sign must be within fifty feet of the activity. Although none of North Dakota's laws are stricter than the Federal, they are indeed enforcing the law there. In order for a business to qualify for publication in the Interstate Motorists Guide, a business listing, they must have met all signing requirements.

Most of North Dakota's 3,306 non-conforming signs have been removed on a district-by-district method, when lease dates are up, with the cooperation of the private sign companies involved. At present, North Dakota is in a state of limbo due to a litigation problem with one of the sign companies. This particular company is suing the state for their method of sign removal, on the grounds that the Federal act is illegal. The case is expected to go to the Supreme Court.



Oregon

Oregon has only 40 non-conforming signs still standing; 21,000 have been removed to date. It is illegal in Oregon to have outdoor advertisements visible from the roads. On-premise signs out of the cities are restricted by size and must be within 300 feet of the business. Oregon businesses must also obtain a permit in order to install an on-premise sign.

In several ways, the Oregon laws are stricter than the Federal. The total banishment of visible outdoor advertising is far stricter than the Federal requirement. Also, there is no provision for signs in unzoned areas.

Pennsylvania

Pennsylvania is complying with the Federal Beautification Act in order to receive the 10% Federal compensation for highway funds.

Their plan for removal is to first take down product advertising signs and then travel service signs. This is being done by stretch of road. A three-mile stretch is first designated for sign removal, then all product advertisements come down and after that, all travel service signs. This method creates a situation where some areas have all their signs down, while other areas still have signs up. This is meeting with resistance because businesses whose signs are down feel it is unfair that their competitors still have their signs up.

The state is working with private sign companies in their removal efforts. The sign companies furnish a list of signs, within three-mile stretches of road, that are designated to come down first. Under this system, the state cannot be accused of discrimination by product type or message.

As the signs come down, new signs are replacing them. They are placed within the right of ways and are directional in nature. Attractions, campgrounds, scenic views, historical

and natural points of interest, and religious institutions are a few of the types of facilities for which directional information is provided on the new signs. Currently, 25% (or 16,000) of Pennsylvania's non-conforming signs have been removed since the Federal act went into effect. Pennsylvania intends to continue these measures until they are in full compliance. However, they do not plan to institute any laws regarding roadside signing that are stricter than the Federal laws.

#### South Dakota

South Dakota has interpreted the Federal Highway Beautification Act as extremely damaging. They estimate that \$32 million of revenue per year has been lost. Existing directional signs are felt to be helpful only to a limited number of businesses because of the strictness of the law. Sign removal is the hardest on businesses away from inter-states or primary highways, it is felt there.

To date, 23,000 signs have been removed with 7,600 still standing. Of this 7,600, 5,200 are non-conforming billboards and must also be removed. The first signs that are removed are product advertising signs, next are the directional signs.

South Dakota has decided that it is to their benefit to be less strict than the Federal act. Because of this stance, the state loses 10% Federal funding, but South Dakota would rather lose the 10% rather than lose more in tourism revenue caused by lack of tourist information.

#### Utah

Utah is interpreting the Federal Beautification Act such that private enterprise will be protected as much as possible. Eighty-five percent (85%) of all non-conforming billboards there have been removed without any discrimination by message. New signs will be required to be within 1½ miles of an interchange.

Utah is considering logo signing as an alternative signing method. No standards have been determined yet for on-premise signing. Currently, if the area is zoned properly, on-premise signs are allowed.

#### Vermont

For the past ten years, Vermont has had no billboards on their road systems. The Federal government provided partial compensation for their removal program. On-premise signs are allowed, but are strictly regulated in that the sign must be within 1500 feet of the facility, and the sign is required to advertise the primary purpose of the business.

Vermont permits absolutely no off-premise advertising -- all signs in Vermont must be strictly informational. Therefore, directional signs have been standardized there, and any business must apply for a license in order to qualify for such signing.

In the Vermont file appended to this report, is a booklet entitled, Vermont Tourist Information Services: Reprinted from Title 10, Vermont Statutes Annotated. This booklet reprints all of the Vermont statutes relevant to tourist information services, including signs, plazas, and outdoor advertising.

### Virginia

At present, Virginia is buying signs as the state can afford to. They have bought about \$100,000 worth to date. Most signs are still up, although the state did not have many installed prior to the new regulations.

The Virginia interpretation of the Federal act is stricter on one point -- no billboards at all are allowed in some counties. Virginia has appeased the business people in these counties by erecting logo signs on the right of ways. This type of signing is acceptable by Virginia law and is being used statewide.

### West Virginia

A program is being designed for signage by a task force comprised of the private sector of the West Virginia tourism industry, including lodging providers, restaurants, gas stations and attraction facilities. This state feels that the Federal act is a half-way measure, and that preserving the beauty of the state is important but must take into account that a

large part of the state's economic life is tourism into which millions of dollars have been invested. The private sector is felt to have a lot depending on how the Federal act is interpreted in this state, and therefore, has been included in the task force discussed above. The program will be within guidelines for Federal funding, but definitely will not be stricter.

To date, most of the non-conforming billboards are down in West Virginia. These have been removed on a road-by-road basis with no priority as to type of sign.

#### Wisconsin

Wisconsin has enacted a state law regarding signing that is in compliance with the Federal Highway Beautification Act. All highway signs are being removed, with product advertising the first to come down and then directional. Hotel and motel signs without traveler directions are considered product advertising and are included in the first priority for removal. Removal efforts have been substantial on the interstate system there and have been aided by financial help from the Federal government.

The transit industry is fighting the removal efforts and is pushing the state to take over directional signing on the

right of ways or to make sign plazas that comply with the Federal act. These proposals will be introduced in the next Wisconsin state legislature.

Wisconsin highway signing law is stricter than the Federal law in one respect-- size of sign requirements for on-premise signs.



U.S. Department of Highways -- Junkyard and Outdoor Advertising Branch

In conducting this literature search, Federal interpretation of the Federal Highway Beautification Act was discussed with Mr. Robert Kleinburg of this Federal agency. It is felt by this department, that there is a great deal of leeway for state interpretation of the Federal standards.

Examples discussed were:

- o That the strictest interpretation of Federal laws regarding directional signing, is that they include only information about activities of significant interest, such as educational, historical and religious activities. More often, states follow a less strict interpretation and use such signing to direct travelers to gas, food and lodging establishments.
- o The Federal government realizes motorists need information and has allowed states to come up with their own alternative systems.
- o The Federal government advocates the use of logo signing, but lets such programs be state-regulated, other than the requirement that qualified businesses be open 18 hours a day.

- o The Federal law allows advertising in commercial/industrial zones.

According to Mr. Kleinburg, three studies on tourist informational needs are presently being conducted by this agency, with results to be available in four to six months.

### INFORMATION SOURCES PRESENTLY USED

Each of the states contacted were asked to indicate what sources of tourist information, other than outdoor signs, they presently use. They were also asked to rate how effectively each is working in their state.

The findings show that the information methods most frequently common to all states surveyed, are manned information centers, brochures and pamphlets available from the state, and state-supplied state highway maps. The states using these means generally characterize them as very effective ways of informing tourists.

Use of sign bays and interpretive centers was minimal in the states surveyed, and no evaluations have been made as yet of their effectiveness.

Indications are that two other information modes not yet in general use, have significant potential effectiveness in Minnesota and elsewhere, as ways to provide the information that billboards previously supplied. These are: 1) telephone and/or CB information services; and 2) state-supplied inexpensive maps of regions or small geographic areas within a state. Both of these programs, too, are rated very effective by the states using them.

### Manned Information Centers

All 14 of the states surveyed said that they utilize staffed information centers, and that these are very effective in providing tourist information. The average number of centers per state is nine, with a range of four to twenty per state. About half of the state officials surveyed were quite enthusiastic about their centers, and several said that they were planning more, so that all their borders would have at least one each. Many states have information centers in some of their rest areas as well. In addition to providing tourist information, these centers are considered ideal points at which to conduct tourist origin, destination and demographic surveys.

### State Supplied Highway Maps

Thirteen of the 14 states surveyed reported having state highway maps published and distributed by the government. The one state (New York) that doesn't have such maps, indicated that they would like state funding for this enterprise, but presently cannot obtain it. Three of the states said that they distribute 250,000 to two million maps per year, and consider this a very effective method of informing tourists. One state (West Virginia) has been experiencing poor distribution problems and therefore could only rate it as being somewhat effective.

### Brochures and Pamphlets Available by Mail from States

All states surveyed said that they make use of this source and find it a very effective means of providing information to tourists. The following is a list of the various kinds of brochures the states surveyed publish. (See bibliography for titles of individual brochures, examples of which have been appended to this report as exhibits.)

- Comprehensive booklets
- Camping guides
- Calendar of events
- General state pieces
- Lodging guides
- Regional brochures
- Museum guides
- Fishing guides
- Attraction brochures
- Pamphlets promoting four-season use of state
- Short auto trip pamphlets
- Ski brochures
- Historical interest brochures
- Park brochures
- Beaches brochures
- Vacation guides
- Association listings

### State-Supplied Hotel/Motel/Resort Location Guides

Eight states indicated that they publish hotel/motel location guides. Several other states said that other agencies or organizations publish such a guide, and that the state will help with financing and/or distribution.

### Interpretive Centers

Most states officials surveyed were not aware of the exact nature of interpretive centers. Three states indicated that they do have a few, from one to five per state. North Dakota utilizes one center in a national park, and officials there feel it is somewhat effective. Michigan has five in their rest stop areas, finds them very effective and plans to install 15 more. Oregon has three in their state parks and also finds them very effective.

### Sign Bays

Sign bays, or sign plazas, is another tourist information mode of which most states were unaware. Four states surveyed do utilize this method. Maine and West Virginia said that they have recently built the bays as an experiment. If they prove to be effective, more will be planned. The other two states surveyed with sign bays are Virginia and Michigan.

### Inexpensive Maps for Small Geographic Areas

Nine states surveyed report use of small area maps published by those states. Often these are county or regional maps distributed by regional travel offices, Chambers of Commerce or local associations. Michigan publishes such maps outlining bicycle routes and pointing out special facilities. All nine states believe them to be very effective.

Telephone Information Service or Hotline

Eight of the 14 states said that they provide this service. The service is used for a variety of tourist needs such as a statewide clearinghouse to locate rooms and a reservation system for parks.

Most states also have a toll-free 800 number for national calls. Utah places the number on their state road map for easy access. Virginia has its tourist hotline phones installed at all information stations and rest areas at no charge for use by tourists. West Virginia has the service available at centers on their interstates. In addition, West Virginia, Maine and Vermont, have instituted a citizens band program where a specific CB channel is set aside solely for tourist information.

The states using them rated the phone service and CB program as being very effective.

On the following page is a more detailed description of Vermont's CB HOT (Helping Out Travelers) Line.

The Vermont CB HOT (Helping Out Travelers) Line

The purpose of this program is to utilize Citizen's Band radios as a systematic way to disseminate travel information throughout Vermont, according to a proposal for the hotline appended to this report.

Informally, CB travelers use the radio to talk with other travelers and find out valuable information. This already existing informal system could be harnessed into a formalized CB travel information station, it was felt in Vermont, particularly since CB's accompany their owners everywhere.

The major points of the program are:

- o At regular intervals the participating-base stations broadcast to the traveling public at large on Channel 19 (the most regularly used channel) that travel information is available.
- o Participants include an Interstate-91 Welcome Center, all statewide Chambers of Commerce operating full time, year round staffed offices, and interested CB clubs throughout Vermont. Interested Vermonters with CBs are urged to participate through their local CB club or Chamber of Commerce. All participants from volunteer



organizations are trained.

- o Publicity signs are erected wherever permitted. The signs list emergency and travel information CB channel numbers. Bumper stickers are also issued to all participants. The channels are advertised in the Vermont traveler awareness flyer and poster.

Estimated cost of the program was \$12,500, including information/training seminars, establishment of 20 base stations, bumper stickers, and highway signs.

#### Tourist Information Facilities at Wayside Rests

All states surveyed except Florida, indicated that they provide tourist information at their rest areas. Often several rest areas will contain the manned information centers, or Welcome Centers as they are also called. Most states offer a variety of publications at rest areas, and many also have advertising kiosks, or bulletin boards, with posted notices. According to Federal regulations, 40% of the space must be devoted to advertising on such boards. Oregon offers room reservation services in their manned centers.

### Programs for Foreign Speaking Tourists

Only four states indicated that they had special services designed to accomodate the needs of foreign-speaking tourists. Near the Canadian border in Vermont, tourist information is provided in French and English; this state hopes to expand its bilingual efforts to other areas as well. Southern Florida provides some information in English and Spanish for Cuban visitors. Maine has two information centers staffed with English and French speaking employees. Wisconsin has their information center signs in Spanish and English.

### Other Significant Tourist Information Efforts

Respondents interviewed in state tourist departments named other state-sponsored means by which tourists obtain information:

- o Co-operative advertising funding for non-profit organizations (such as Chambers of Commerce) which advertise tourist information services.
- o State image advertising.
- o Booths at travel shows
- o Mobile travel information center (information services operating out of a van).
- o Billboards promoting the state, exempt from the Beautification Act.

- o Regional travel councils which provide brochures and supply information racks at places of business (such as restaurants or banks).

## NON-GOVERNMENT TOURIST INFORMATION EFFORTS

### Chambers of Commerce

All fourteen states surveyed said that their local Chambers of Commerce play a significant role in supplementing tourist information efforts. The following is a list of some of the contributions the Chambers make to these states:

- o Provide local, county or regional literature
- o Develop and staff information centers
- o Match funds with county tourist organizations
- o Provide snow removal and maintenance services at information centers
- o Create sign plazas at information centers for beneficial organizations (Lions, Rotary, etc.)
- o Engage in public relations efforts
- o Exert influence in the legislature

Only five states indicated that local Chambers of Commerce there are officially designated tourist information Centers: Florida (226-all); Vermont (25); Pennsylvania (24); Wisconsin (150); North Dakota (7).

Two private enterprises were identified which are providing tourist information. One, Travel InfoCentre in Portland, Oregon, is under contract to the State of Oregon to design, develop and construct a travel information system in the rest areas on Oregon's highways. The other, Video Information Systems, is operating its "PIC" advertising display computer system at the San Diego Visitor's Information Center. Each is discussed, following.

Travel InfoCentres, Inc.

Operating out of Portland, Oregon, Travel InfoCentres, Inc. was awarded an exclusive contract on July 1, 1974, by the Oregon Department of Transportation and the Travel Information Council. The Travel Information Council is a lay citizen's group that was created by the legislature to devise means of providing information to motorists, as the billboards were removed under the Federal Highway Beautification Act. Travel InfoCentres' contract with the state authorized it to design, develop and construct a travel information system in the rest areas on Oregon's highways.

The private company bears all costs of construction and gives the state 40% of the 32 display panels in each InfoCentre to display information, historical sites, points of interest, travel tips, and emergency information and state maps. The company then sells the remaining 60% of the display space to commercial advertisers providing gas, food, lodging, camping, recreation and other travel services. It pays the Travel Information Council of the state of Oregon a percentage of its annual gross revenue received from the sale of commercial advertising space. In this way, the advertisers support the entire program at no cost to the Oregon taxpayers, and the program produces revenue for the state of Oregon in addition.

All Travel InfoCentres structures are unmanned and feature back-lighted transparency displays. It is the company's belief that the non-verbal scanning method is far superior to the push-button audio/visual display, because it serves any number of persons at one time.

All display panels are 22" wide, and are sold by height in four formats; 2", 4", 8", or 16". The reason for the regulated format is to prevent the small "mom and pop" businesses from being buried by the large chains. They do not set a maximum distance for an advertiser to operate from any InfoCentre, but will not advertise beer, liquor, cigarettes, etc.

There are presently 14 InfoCentres operating on the interstate and primary highways of the state of Oregon as shown in the locator map, to be found in the exhibit marked "Travel Info Centers", appended to this report. Also included are news releases about the program, and a product brochure.

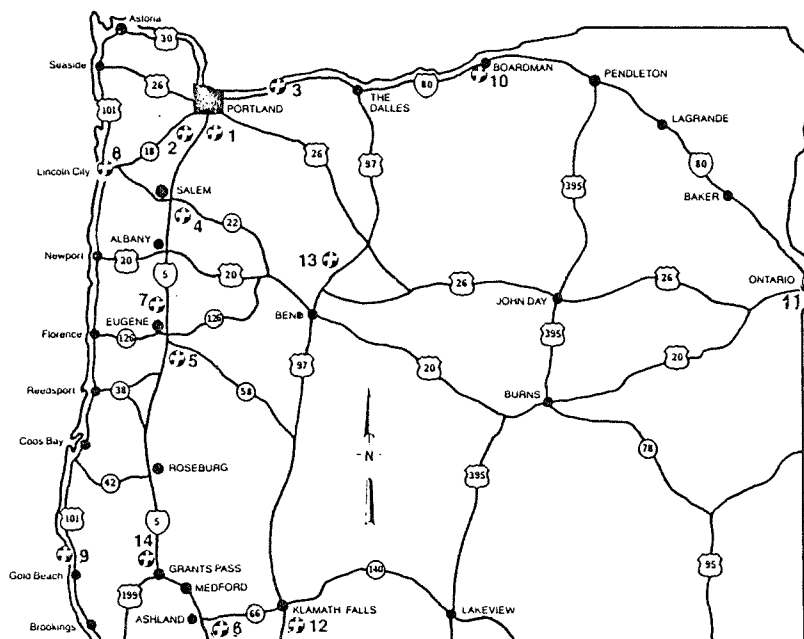
On the following pages are: a photograph of a typical Travel Info area, and a map showing their location in Oregon.



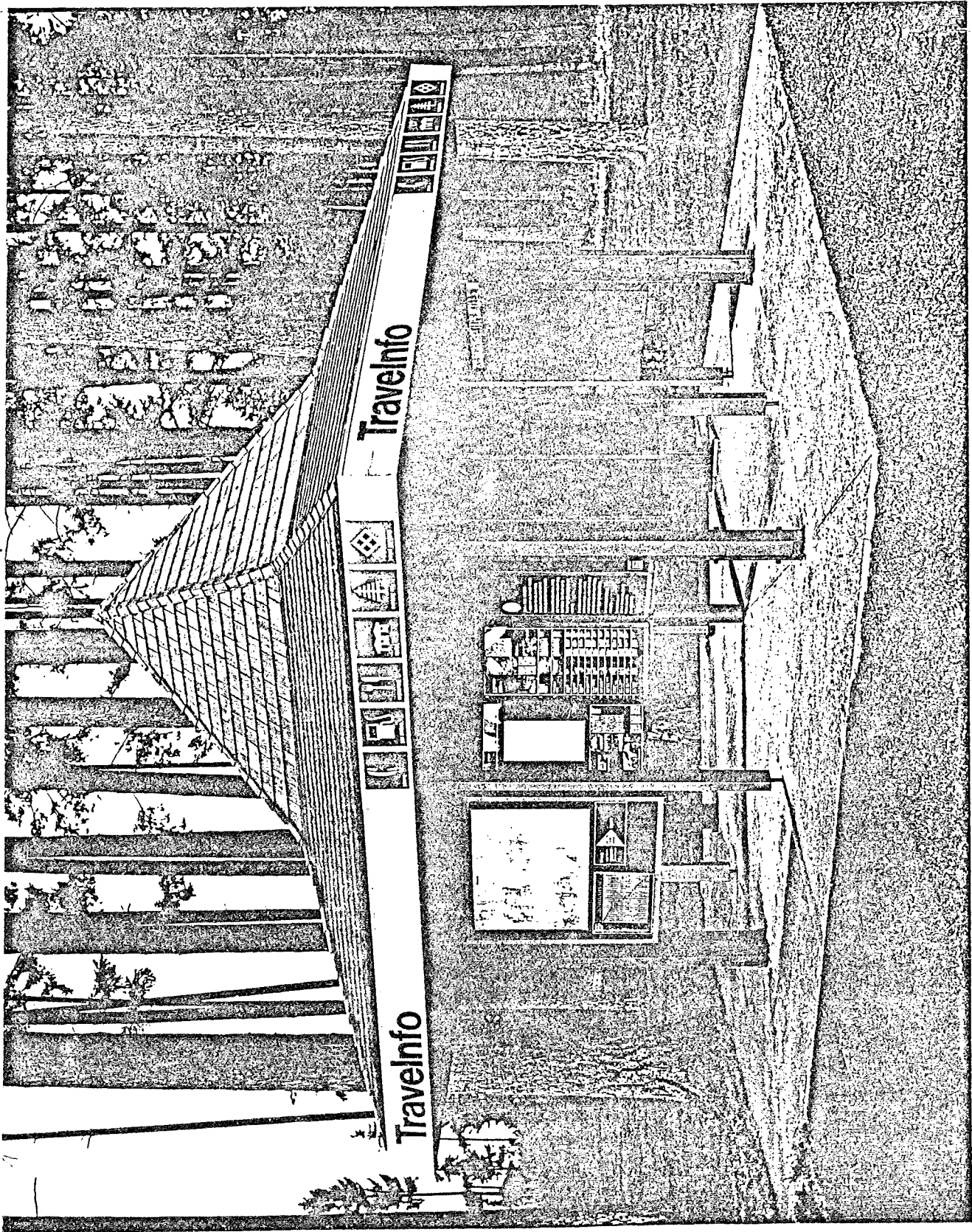
### Locations and Descriptions

- |   |   |
|---|---|
| <b>1 Baldock</b><br>northbound<br>18 miles south of Portland                | <b>8 Lincoln City</b><br>north and southbound                               |
| <b>2 Baldock</b><br>southbound<br>18 miles south of Portland                | <b>9 Ophir</b><br>north and southbound<br>9 miles north of Gold Beach       |
| <b>3 Multnomah Falls</b><br>east and westbound<br>29 miles east of Portland | <b>10 Boardman</b><br>eastbound<br>3 miles west of Boardman                 |
| <b>4 Santiam River</b><br>northbound<br>15 miles south of Salem             | <b>11 Ontario</b><br>westbound  |
| <b>5 Gettings Creek</b><br>northbound<br>18 miles south of Eugene           | <b>12 Midland</b><br>north and southbound<br>7 miles south of Klamath Falls |
| <b>6 Siskiyou</b><br>northbound<br>6 miles north of California border       | <b>13 Ogden</b><br>north and southbound<br>25 miles north of Bend           |
| <b>7 Oak Grove</b><br>southbound<br>15 miles north of Eugene                | <b>14 Manzanita</b><br>southbound<br>6 miles north of Grants Pass           |

Affiliated with King Broadcasting Company



Typical Travel Info Centre





"Public Information Computer" -- Video Information Systems, Inc.

"PIC" is a video advertising, direction-giving and reservations system, fully computerized. It was developed and designed for airport and major transportation terminals, major road information centers, and any site which caters to a high concentration of travelers seeking rapid dissemination of information.

Presently in use at the San Diego Mission Bay Visitor's Information Center, the PIC computer there is operational 24 hours per day, seven days a week. Its video screen displays a range of categories -- hotels, restaurants, campgrounds, amusements, shopping centers, etc. A visitor simply pushes the button for the category he needs, hotels for example. A list of hotels then appears. At his discretion, the visitor to San Diego may examine each hotel's advertisement (stored in "PIC"'s memory), and have the "PIC" computer system automatically phone the hotel he chooses at no charge.

Further information on this private company service can be found in the exhibit to this report entitled, Public Information Computer/Video Information Systems.

American Automobile Association

AAA is a worldwide travel agency which provides in-depth automotive travel information for its members. In Minnesota, which has one of the country's largest AAA memberships proportionate to population, 27% of auto owners, representing 270,000 families, are eligible to obtain the information available from this agency.

Motorist information available from AAA includes four-color state highway maps, state or regional tour books highlighting places of interest and accommodations, and custom-made strip map booklets which provide detailed, individually tailored routing. The latter uses symbol signing to inform travelers of upcoming gas, food and lodging facilities, places of interest, and campgrounds.

#### SIGNING PROGRAMS UNDERWAY

Eight states reported that businesses there have been adversely affected as a result of the Federal Beautification Act. Most of these states said that all business had been affected, especially small merchants and businesses located in rural areas and/or far from interstate highways. The numbers of businesses reported as adversely affected ranged from five to every person who had a sign removed.

Vermont officials interviewed said that there have been no adverse effects in their state, but qualified their statement by saying that there should not be adverse effects if businesses utilize alternative methods.

Officials interviewed from other states, however, predict that complaints will be forthcoming from merchants regarding adverse effects from sign removal.

#### Status of Directional Signing Programs

Several states are still uncertain as to the nature of directional signing to be developed there. This uncertainty takes two forms: either directional signing programs are still being formulated, or such programs are pending legislative approval. For these states, the only signs allowed so far are the food/gas/camping/lodging type signs, those not specifying names of businesses.

Proposals are underway for symbol and logo signing in several states surveyed too.

The following states are currently in the process of instituting their new programs, or have already decided what will constitute those programs.

Iowa: The Iowa Department of Transportation ran a pilot study on Interstate 80 there. A sign was erected and the four closest motels were allowed to advertise on that sign. Tests are still underway regarding this interstate signing and efforts are being made to devise a plan for off-interstate signing as well.

Maine: Maine plans on directional signs for official businesses on right of ways, which must meet criteria for size, color and location. Maine's Official Business Directional Signs (OBDS) will measure no larger than 16" x 72" and have two basic color schemes -- white letters on blue for motorist services, and white on brown for other facilities and activities. Appropriate symbols may be specified for each type of eligible service or facility.

More information on Maine's new program can be found in news releases appended to this report, in the Maine exhibit.

Michigan: A logo signing program is proposed for rights way. This state hopes that its information plazas will be an adequate substitute for the directional services formerly provided by non-conforming billboards now removed.

New York: Its new program will allow for a series of small attractive signs at intersections of highways. Included on the sign will be the name of the business, the logo, mileage and directional arrows.

North Dakota: Official signing can remain in this state. Officials there want to extend distance limits for inclusion of businesses on signs, to 50 miles from small towns, with size limits of 150 square feet, in order to help their businesses.

Because the state is primarily rural, they believe that farmers should get directional signs to let people know where they are. These signs could be on-premise for those farms bordering the roads. Technically, such signs would have to be near farm buildings since that is where the "activity" is. North Dakota, however, claims that wherever there are animals grazing, there is activity. Therefore such signs could be placed in any pasture, including roadside land.

Pennsylvania: Roadside signing of resorts, campgrounds, ski areas and attractions will be instituted. These will all be official signs. The businesses must qualify in

order to obtain a sign -- one criteria will be the number of visitors that patronize the facility yearly.

West Virginia: Traveler service signs such as food/gas/lodging/camping/skiing, will be erected. The state also hopes to obtain permission for white water rafting listings on such signs, an important recreational activity there. Most of West Virginia's new signs will be of this variety with only a few signs pointing out attractions.

Wisconsin: As old non-conforming signs come down, Wisconsin is replacing them with the food/gas/lodging/camping signs. State-operated historical sights will also receive similar signing.

Distance limits for the inclusion of facilities on directional signs ranged from one to 26 miles for motels, restaurants, gas stations and camping. Florida sets their distance limits based on the traffic the business generates. For example, a business located three miles from the road must generate traffic of 300,000 people per year in order to obtain a sign there.

The quantity limits for the number of facilities on such directional signs ranged from one to eight per post.

### Logo And Symbol Signing

Oregon already has 500 logo signs installed. Their travel information council has regulated the program and has adopted rulings regarding distance limits. While no formal evaluation efforts are underway there, the state has monitored the effectiveness of the program through the cancellation rate (which is nil to date) and general public opinion.

Virginia plans to use only logo signing, and has conducted a logo sign experiment along a 70-mile section of an interstate there (see section summarizing research studies). They are also monitoring letters from travellers for reactions to those signs.

New York has adopted the Federal program for logo signing and is trying to implement it on their interstate system. They have conducted evaluations of logo signs on off-interstate roads as well. The program is felt to have had acceptance from both businesses and tourists in New York.

South Dakota is using some logo signs, but programs there are temporarily at a standstill. No tests are underway or contemplated in the near future.

Utah, in its efforts to endorse private enterprise, is exploring the possibilities of logo signing. They are currently trying to find an area where experiments can be conducted.

Wisconsin and Michigan are both waiting for a bill to be introduced in their next legislature that would allow them to commence a logo signing program. Pennsylvania is currently in the process of experimentation with the logo designs themselves.

The Vermont Department of Transportation is very interested in logos, but the legislature is not at all interested. The legislature there is felt to be extremely environment-oriented. This state has instituted a symbol signing program, however, using primarily five symbols, for lodging, food, gasoline, recreation, and goods and services.

Included in the Vermont exhibit are examples of a four-color poster and handout, used to inform tourists about the nature of their directional signing program. Both are extremely attractive and informative. Each of these gives the major symbols in use and their designated meaning. Each also explains the meaning of other information shown on Vermont's Official Business Directional Signs, and informs tourists of that state's three major tourist information sources:



- 1) Unmanned travel information plazas
- 2) Chamber of Commerce offices and information booths
- 3) Interstate rest area facilities.

Florida is not considering logo signing at present, just food/gas/lodging signage.

Four states (North Dakota, West Virginia, Iowa and Maine) are interested in symbol signing. The reasons for these states' negative attitude toward logos is that the logo system is felt to discriminate against small merchants.

Most states planning on symbol signing voted to use the nationally approved symbols, with the possibility of creating new ones as well, such as for art galleries, for which there is no universal symbol at present.

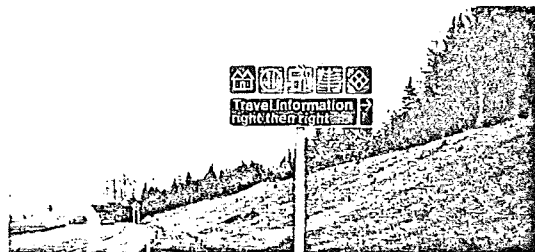
Example of four-color handout used in Vermont to familiarize tourists with that state's signing program.

## ATTENTION TRAVELERS!

### For travel information in Vermont ...

Vermont has preserved the natural beauty of its countryside by eliminating all billboards. Other methods of providing travel information have been established.

The symbol sign is the official sign directing travelers to sources of information. Look for it as you travel in Vermont.



Lodging



Food



Gasoline



Recreation



Goods & Services

Primary sources of information include:

1. Travel information plazas—Unmanned structures containing general state information, a state map, and specific information about facilities and services in the immediate area.
2. Chambers of Commerce—Many local chambers of commerce operate manned information booths on a seasonal or year-round basis, or chamber of commerce offices on a year-round basis.

(over please)

3. Interstate highway rest areas—Full facility rest areas (those with buildings), provide travel literature about specific facilities and general state information. Personnel will be happy to assist you whenever possible. (Note: Approach signs to Interstate facilities do not include the "symbol sign" but simply read "information").

To locate specific facilities in rural areas travelers should look for an Official Business Directional Sign.

Official Business Directional Signs provide facility name, distance and direction, and are usually located within several miles of the facility.

Example:



- The left hand symbol indicates recreation.
- King's Mountain Resort is the name.
- → indicates direction—next right.
- 3 indicates distance—facility is located a total of 3 miles from the sign.

For further information, questions, or comments:

Vermont Travel Division  
61 Elm Street  
Montpelier, Vermont 05602  
(802) 828-3236

Enjoy your trip!

STATE SPONSORED TOURISM RESEARCH

While studies are underway in several states regarding proposed directional signing programs using logos or symbols, few states surveyed have undertaken more general studies of the informational needs of motoring tourists, such as is being done presently in Minnesota. State research efforts reported here which appear particularly well-designed and comprehensive are those in Vermont, Michigan and South Dakota.

FLORIDA

1977 Florida Tourist Study: An Executive Summary

Appended to this report is an executive summary of the 1977 Annual Tourism Report for Florida, which is composed of survey data gathered on a quarterly basis using personal interviews with both air and auto visitors. The survey does not address the informational needs of tourists, but instead analyzes visitors as to their expenditures, size of party, number of nights in the state, reasons for visiting Florida, and the like.

According to the Florida official interviewed, the Florida tourism department believes that signs do not attract visitors. It is felt that most tourists to that state have planned reservations, and can consult hotel guides for needed directions to facilities.

Florida engages in no promotional efforts within the state. Their goal is to attract out of state visitors to Florida. There are 30.5 million travelers in Florida each year and they spend \$11.3 billion. Florida gains \$500 million in tax revenue yearly from tourism, which is one-fourth of their total tax revenue. 500,000 jobs are provided through the tourist industry, not including private businesses.

MICHIGAN

Michigan does both qualitative and quantitative research on tourism, according to the director of their Travel Bureau, operating out of the Michigan Department of Commerce. Their Tourist Market Study includes psychographics, media preferences, attitude and awareness data (relating to Michigan and surrounding states) and statistical information. Results of this type of study are used to allocate their tourism advertising budget.

Whenever a tourist inquiry is made, it is coded on computer by zip code of caller, how they found out about Michigan, and caller demographics. This state has also coded the peak demand times for literature and can adjust printing to meet demands. They also use this information to monitor trends in the Michigan tourist trade. To facilitate the ease of tourist inquiries, Michigan uses a toll free information number.

Michigan conducted a Travel Industry Growth Study in which they surveyed lodging owners as to occupancy rates, profiles of their travelers, and travelers' lengths of stay. With this data, occupancy can be related by county by month and year. Counties with a shortage of lodging and an abundance of tourist appeal, for example, can be identified by the Department of Commerce, and efforts can be taken to remedy the situation.

Michigan also conducts research on their future tourist outlook. One area where such data is applied is regarding potential developments. By examining their data on traffic flow, population density, demographics, psychographics and geographical factors, the state can recommend whether or not a proposed tourist facility is feasible. The state therefore has gained credibility through their research efforts and can institute economic control over tourism expansion efforts.

This state has also conducted an urban tourism profile for Michigan and has evaluated the economic impact of the fishing industry.

In attempting to create alternative tourist information methods, 10 highway information centers have been established in Michigan with more being planned. These centers help to slow tourists down and are felt to encourage them to stay in the state by providing additional information. Sixty-five percent (65%) of Michigan travelers have been found to be destination-oriented, and the majority do not have in-between plans. These centers help tourists to make such "in-between" plans.

SOUTH DAKOTA

Kent, Calvin et al. "The Economic Impact of Nonconforming Billboard Removal", unpublished paper, November 1977.

The purpose of the report was to determine the economic impact on South Dakota tourism from the removal of nonconforming billboards that were still up in summer 1977, in violation of the Federal Highway Beautification Act. The study is a classic example of how to predict the varied kinds of losses involved. Major findings were as follows.

- 1) A primary objective of the study was to determine the number of stops by visitors due to the existence of nonconforming billboards. The study found that 38% of the respondents interviewed during the summer of 1977 would not have patronized the businesses where they were interviewed in the absence of non-conforming, off-premise highway billboards. A more detailed breakdown shows that: 46% of travelers interviewed at tourist attractions indicated they would not have stopped there without signs; service stations and restaurants owed approximately 35% of their business to off-premise signs; thirty-seven percent (37%) of travelers surveyed relied on billboards for campgrounds, and 27% for motels and hotels.

- 2) The Department of Transportation requires studies on the impact of billboard removal to evaluate impact on a regional basis rather than on the basis of individual firms using outdoor advertising. Therefore, the study goes on to delete those respondents in this survey who indicated that they would have stopped anyway within 25 miles, for they do not represent spending which would have been lost to the economic region even though income would be lost to the individual firms. In the absence of billboards, 16.4% of the remaining travelers would not have stopped at a given business or a similar business within a specific region. This further breaks down to 33% of those at attractions, 15% at restaurants, 12% at campgrounds and motels, and 13% at service stations. These percentages represent the economic loss on a regional basis, due to sign removal.
- 3) The resultant projected loss of income from decreased traveler stops was substantial. The total summer gross receipts of the firms using billboard advertising were estimated to be in excess of \$115,000,000 and the individual sectors projected losses totaled \$42 million, or 36%.

As was indicated previously, not all of the business lost by a single firm would be lost to the economic



region, because travelers will purchase the same or similar services elsewhere within a given geographical area. Considering only those losses to individual regions, the total loss would be a still substantial \$17 million.

- 4) These figures do not take into account the multiplier effect. This economic principle states that changes in income and spending are magnified many times as money circulates through the economy. Purchases inject money into the economy which in turn is re-spent and generates additional income. Using this effect, the authors projected that the loss of income on a regional basis, due to the loss of summer business would be almost \$48 million, and the annual loss almost \$81.5 million.
- 5) The sales tax on this \$81.5 million would be \$1,922,592. If the billboards were removed, this revenue would also be part of the economic loss.
- 6) In the study, the decreases in income to firms now using non-conforming billboards were presumed to cause many to reduce their level of employment. The authors calculated, with sparse data, that 1,629 employees would be laid off. Again, the multiplier effect can be applied to reach a figure of 2,800 employee layoffs.

- 7) The reduced business would also lead to a decrease in property tax receipts by local governments. Although the sample size of firms responding is small and property tax losses are difficult to predict, a figure of \$292,382 is the calculated loss.
- 8) The study discusses several non-quantifiable effects resulting from firms not using outdoor advertising. One such effect is titled the "pass-through" effect, whereby tourists merely pass through the state with minimal stops. The removal of billboards could heighten this effect, it is hypothesized.
- 9) Another effect addressed in the study, would be the impact on gasoline sales and taxes. In South Dakota, state gasoline tax revenues are used in part to match Federal highway funds. This creates a "Catch-22" in that the decrease in traveler-related business would diminish the amount of revenue collected for the State Department of Transportation available to be matched by Federal funds.
- 10) The study notes that the statistics in the report must be tempered to include the positive effects of alternative sources of tourist information and the fact that billboard

removal will span a relatively long period of time. The effects of billboard removal will not be immediate and can be spread over a large number of years while alternatives are being developed.

UTAH

"Utah Tourism, Motor Vehicle Travel", Summer 1977, and Fall 1977.

These reports evaluate Utah's 1977 non-resident motor vehicle travel in regard to number of visitors, expenditures, length of stay, accomodation types, activities, travel information, visitor characteristics and trip purpose, by season. Each report includes tables and full discussion of all these points plus data on vehicle types, highway traffic flows, distribution of expenditures and a review of the methodology involved.

These studies do not address the informational needs of Utah tourists, except in one regard, reporting the number of written requests for travel information. In the Fall 1977 study, it was reported that approximately the same number of tourists wrote the Utah Travel Council for information prior to their visit in 1977, as did in the Fall of 1977. However, another 4,000 "business and other" traveler parties also wrote for information in 1977. In total, then, the study concluded that a few more Utah visitors in 1977 may have written the Travel Council than did so in the past.

Other major findings from the Fall 1977 study were:

- o There was a 17% increase in travelers compared to the Fall of 1974, and state visitation was at an all-time high.
- o Tourists spent 50% more than in 1974, even accounting for inflation. Expenditures rose in all nine of Utah's travel regions. Length of stay also increased in 1977 from 1974.
- o Motels and hotels continued to be the most popular accommodations for non-resident motor vehicle visitors in fall 1977. Use of motels and hotels increased over 1974, reversing a trend of previous years of a decline in motel and hotel use and an increase in camping.
- o The National Park Service areas were found to be the most popular attraction. Picnicking, hiking/backpacking, camping and fishing were also popular outdoor recreation activities.
- o The largest share of tourists visiting Utah resided in other mountain states. The percentage of Utah tourists from California has steadily been declining since 1971.

VERMONT

"Experimental Gasoline Brand Identification Sign Study",  
State of Vermont, Jan, 1969.

A gasoline logo test was conducted in May, 1968, along specified interchanges of the Vermont interstate highway. The study was based on the premise that many travelers today are carrying credit cards and are therefore looking to buy a definite brand of gasoline, and that the present food/gas/lodging signs are not felt to provide the information necessary to meet those needs. The experiment included 27 stations representing eight brands of gasoline at 13 interchanges. The logo signs (supplied by the gasoline companies) were mounted beneath the standard food/gas/lodging signs. (A photograph of such a sample sign is enclosed with the study report.)

Both service station customers and attendants were interviewed with the intent of trying to answer the following questions:

- 1) Are these signs acceptable to the majority of the public?
- 2) Are they serving a useful purpose to the traveling public?
- 3) Are the signs adequate as to size and position?
- 4) Have the signs affected business at the stations involved?
- 5) Are the stations complying with the standards set for obtaining a sign?

The findings were as follows:

- 1) Eighty-five percent (85%) of respondents approved of the brand signs. More than 50% of those leaving the interstate for gasoline reported looking for a particular brand. The signs, then, were found to be providing a definite service by informing the public what brands of gasoline can be found in the vicinity of the interchange.
- 2) Ninety-two percent (92%) of the customers felt the signs were large enough, and 82% felt that the signs were attractive.
- 3) Responses regarding the signs' impact on service station business indicated that the brand sign probably does not provide any distinct advantage to the service stations. The signs' main function is service to the public, rather than to the merchant.
- 4) Sixteen of the 27 stations involved did not totally comply with the standards set for obtaining a sign. This caused some friction between those firms which did and did not comply.
- 5) A replication study was conducted later that year to verify the results. The second study did indeed substantiate the prior results and indicated that such signs are useful to the public and furthermore, meet with their approval.

It should also be noted that Virginia's standards for service stations to qualify for such signs were stringent:

"A supplemental gasoline brand identification sign would be mounted below a Services sign if a gasoline station meets the following additional requirements: a) is located within approximately one-half mile (but not over one mile) from where an off-ramp or access road joins the non-interstate highway; b) is open a minimum of 14 hours a day and until 10:00 p.m.; c) has emergency repair service available; and d) provides sanitary toilet facilities and a telephone. Brand identification signs shall consist of the brand symbol, shall be 4' by 3' in overall size and shall be furnished by the gasoline company."



Travel Information Council Standards Manual: State of Vermont

The purpose of this standards manual is to regularize certain travel information services pursuant to Vermont law, regarding official business directional signs, and also regarding permitted use of outdoor advertising. The manual is very specific in all matters relative to the standardized design of official business directional signs, such as regarding content, size, fabrication, material, color, typography and symbols, plus installation and maintenance.

In its comprehensiveness, this manual is therefore a good reference for the Minnesota Department of Transportation. It is also helpful for its inclusion of samples of the following:

- o Sample application for an individual official business directional sign.
- o Sample application for an information plaza plaque.
- o Sign symbols used in Vermont.
- o Typical sign assembly.
- o Typical information plaza approach sign, and photograph of mansard and steel type information plazas.

Vermont: Other Survey Results

Also appended to this report, in the file for Vermont, are results of several other recent general traveler studies conducted there, including:

- o Vermont Travel and Recreation Survey, 1977.
- o Vermont Vacation Travel Indicators, April, 1978.
- o Vermont Summer Travel Survey, 1976.
- o Record of visitors at the Guilford Welcome Center, 1977  
(by month and by state of residence).

Vermont: Sample Questionnaires Used in Sign Evaluation Survey

Also included in the Vermont exhibit, are samples of questionnaires used by the Vermont Department of Highways regarding informational signing. (No results of the studies involved have as yet been obtained from Vermont, however.)

Included are examples of surveys used for resident and non-resident travelers, for merchants and providers of tourist facilities, and also of surveys to be distributed by local Chambers of Commerce in Vermont.

The surveys are similar to those distributed to non-resident and resident Minnesota travelers, in general organization and intent. However, the Vermont survey additionally addresses travelers' change of behavior as a result of information obtained on signs or at information plazas. Examples of questions which would seem to have relevance for future surveys of Minnesota tourist information needs and behavior, from the Vermont survey, include:

Questions for Travelers Intercepted in towns

- Have you noticed the information signs along Vermont highways?
- Do you find the signs attractive?
- Have the signs been of help to you in your travels?
- Are you presently following signed directions?
- Do you have trouble understanding the signs?
- Did you/do you plan to stop at an information plaza?
- If you plan to stop in this area, did the information at the plaza or on the signs influence your choice of stopping here?

From Survey of Travelers Intercepted at Tourist Establishments

- Did you stop at an information center prior to your stopping here?
- Did you stop here because of the material displayed at the information center?
- Did you notice the informational signs along the roadways?
- How would you compare the color-coded informational sign concept to conventional signs in other parts of the state and in other states? Choice of responses:

	<u>Aid in Traveling</u>	<u>Attractiveness</u>
Superior to other areas	—	—
Better than most other areas	—	—
As adequate as other areas	—	—
Worse than other areas	—	—
Not applicable	—	—

How did the signs or information center influence your decision to stop here?

\_\_\_ Had previous knowledge or reservations at this establishment

\_\_\_ Was going to stop somewhere in area, but signs guided choice

\_\_\_ Would not have stopped in this area otherwise

Do you feel the signs or information center influenced your decision on stopping at this establishment?

\_\_\_Yes                      \_\_\_No

Questions Asked of Providers of Tourist Facilities

What effect do you feel the installation of the new highway signs and information centers has had on your business volume?

Increase in volume \_\_\_                      % Increase (gross) \_\_\_\_\_

Decrease in volume \_\_\_                      % Decrease (gross) \_\_\_\_\_

No change \_\_\_

Do you feel the new signs are: More effective\_\_\_;  
Less effective\_\_\_; No different\_\_\_ than previous roadside  
directional signs or advertising?

Why? \_\_\_\_\_

Do you feel the information centers are: more effective\_\_\_;  
less effective\_\_\_; no different\_\_\_ than previous roadside  
directional signs or advertising?

Why? \_\_\_\_\_

Examples of the complete questionnaires follow.

VERMONT DEPARTMENT OF HIGHWAYS  
HIGHWAY PLANNING DIVISION  
TRAFFIC RESEARCH SECTION

Town										Sta	Month		Day		Year		Hour	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19

1. Vehicle Type.

- Vermont Passenger Car - 1  
Out-of-State Pass. Car - 2  
Truck or Bus - 3

cc  
20

2. Where is your home?

Town/City \_\_\_\_\_  
State \_\_\_\_\_

21  
22  
23  
24  
25

3. Where are you presently coming from?

Town/City \_\_\_\_\_  
State \_\_\_\_\_

26  
27  
28  
29  
30

4. Where are you presently going?

Town/City \_\_\_\_\_  
State \_\_\_\_\_

31  
32  
33  
34  
35

5. Trip Purpose.

- |                       |                   |
|-----------------------|-------------------|
| 1 Work                | 6 Serve Passenger |
| 2 Social-Recreational | 7 Medical         |
| 3 Personal            | 8 School          |
| 4 Eat Meals           | 9 Gas-Oil         |
| 5 Shopping            | 0 Other           |

36

6. Number of occupants.

37

7. Counting current trip, how many times have you traveled through this area in the past 12 months?

38

The questions in the following section require a yes or no answer. Code Yes-1, No-0 in the proper box.

8. Have you noticed the information signs along Vermont highways?

39

If the answer to 8 is Yes, Continue.  
If the answer to 8 is No, Go to 13.

9. Do you find the signs attractive?

cc  
40

10. Have the signs been of help to you in your travels?

41

11. Are you presently following signed directions?

42

12. Do you have trouble understanding the signs?

43

13. Did you stop at an information plaza?

44

If the answer to 13 is Yes, Go to 15.  
If the answer to 13 is No, Continue.

14. Do you plan to stop at an information plaza?

45

15. If you plan to stop in this area, did the information at the plaza or on the signs influence your choice of stopping place?

46

- 1 No Influence  
2 Signs  
3 Plaza  
4 Both  
0 Don't plan to stop

16. Comments:

47  
48  
49  
50  
51

TRAVEL INFORMATION COUNCIL  
SIGN EVALUATION SURVEY

Sample tourist information needs questionnaire used in Vermont.



FOR THE EFFECTIVE USE OF A COLOR-CODED TRAVEL INFORMATION PROGRAM, YOUR CO-OPERATION IN COMPLETING THIS FORM WILL BE MOST HELPFUL.

STATE OF VERMONT

INCLUDING YOURSELF, HOW MANY PERSONS ARE RIDING IN YOUR VEHICLE?

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 OR MORE ☐

WHICH ARE YOU?

DRIVER ☐

PASSENGER ☐

COUNTING THIS TRIP, HOW MANY TIMES HAVE YOU TRAVELLED THROUGH THIS AREA DURING THE PAST 12 MONTHS? 1 ☐ 2 ☐ 3 ☐ 4 OR MORE ☐

WHERE IS YOUR HOME? CITY \_\_\_\_\_ STATE \_\_\_\_\_

WHAT IS THE PURPOSE OF YOUR TRIP; RECREATION ☐ BUSINESS ☐ OTHER ☐  
(PLEASE SPECIFY) \_\_\_\_\_

DID YOU STOP AT AN INFORMATION CENTER PRIOR TO YOUR STOPPING HERE?

YES ☐

NO ☐

DID YOU STOP HERE BECAUSE OF THE MATERIAL DISPLAYED AT THE INFORMATION CENTER? YES ☐ NO ☐ NOT APPLICABLE ☐

WERE YOU PREVIOUSLY AWARE OF THIS ESTABLISHMENT? YES ☐ NO ☐

DID YOU NOTICE THE INFORMATION SIGNS ALONG THE ROADWAYS?

YES ☐

NO ☐

HOW WOULD YOU COMPARE THE COLOR-CODED INFORMATIONAL SIGN CONCEPT TO CONVENTIONAL SIGNS IN OTHER PARTS OF THE STATE AND IN OTHER STATES?

	<u>AID IN TRAVELING</u>	<u>ATTRACTIVENESS</u>
SUPERIOR TO OTHER AREAS	<input type="checkbox"/>	<input type="checkbox"/>
BETTER THAN MOST OTHER AREAS	<input type="checkbox"/>	<input type="checkbox"/>
AS ADEQUATE AS OTHER AREAS	<input type="checkbox"/>	<input type="checkbox"/>
WORSE THAN OTHER AREAS	<input type="checkbox"/>	<input type="checkbox"/>
NOT APPLICABLE	<input type="checkbox"/>	<input type="checkbox"/>

HOW DID THE SIGNS OR INFORMATION CENTER INFLUENCE YOUR DECISION TO STOP HERE?

☐ HAD PREVIOUS KNOWLEDGE OR RESERVATIONS AT THIS ESTABLISHMENT.

☐ WAS GOING TO STOP SOMEWHERE IN AREA, BUT SIGNS GUIDED CHOICE.

☐ WOULD NOT HAVE STOPPED IN THIS AREA OTHERWISE.

DO YOU FEEL THE SIGNS OR INFORMATION CENTER INFLUENCED YOUR DECISION ON STOPPING AT THIS ESTABLISHMENT? YES ☐ NO ☐

COMMENTS: \_\_\_\_\_

IF NOT COMPLETED, PLEASE DEPOSIT THIS FORM IN THE CONTAINER PROVIDED, PLACE IN ANY MAILBOX.

THANK-YOU



Sample tourist information needs questionnaire used in Vermont.



TO DETERMINE THE EFFECTIVENESS OF A COORDINATED TRAVEL INFORMATION PROGRAM, YOUR COOPERATION IN COMPLETING THIS FORM WILL BE MOST HELPFUL.

STATE OF VERMONT

1. NAME OF ESTABLISHMENT \_\_\_\_\_
2. TYPE OF ESTABLISHMENT \_\_\_\_\_
3. LOCATION \_\_\_\_\_
4. ARE YOU A PARTICIPANT IN THE VERMONT COORDINATED TRAVEL INFORMATION SIGN PROGRAM? YES ☐ NO ☐
5. IF NO, PLEASE STATE REASON \_\_\_\_\_  
\_\_\_\_\_
6. WHAT EFFECT DO YOU FEEL THE INSTALLATION OF THE NEW HIGHWAY SIGNS AND INFORMATION CENTERS HAS HAD ON YOUR BUSINESS VOLUME?  
INCREASE IN VOLUME ☐ % INCREASE (GROSS) \_\_\_\_\_  
DECREASE IN VOLUME ☐ % DECREASE (GROSS) \_\_\_\_\_  
NO CHANGE ☐
7. DO YOU FEEL THE NEW SIGNS ARE: MORE EFFECTIVE ☐ LESS EFFECTIVE ☐ NO DIFFERENT ☐ THAN PREVIOUS ROADSIDE DIRECTIONAL SIGNS OR ADVERTISING?
8. WHY? \_\_\_\_\_
9. DO YOU FEEL THE INFORMATION CENTERS ARE: MORE EFFECTIVE ☐ LESS EFFECTIVE ☐ NO DIFFERENT ☐ THAN PREVIOUS ROADSIDE DIRECTIONAL SIGNS OR ADVERTISING?
10. WHY? \_\_\_\_\_
11. IF YOU HAD YOUR CHOICE OF PROVIDING TRAVELER INFORMATION & DIRECTIONS, WOULD YOU:  
☐ USE THE NEW SIGNING?  
☐ USE THE INFORMATION CENTER PLAQUES?  
☐ USE BOTH OF THE ABOVE?  
☐ USE CONVENTIONAL ROADSIDE ADVERTISING?  
☐ NOT USE ANY ROADSIDE ADVERTISING?
12. DO YOU FEEL THAT IT IS IMPORTANT TO HAVE VERMONT HIGHWAYS AS ATTRACTIVE AS IS POSSIBLE? YES ☐ NO ☐

COMMENTS: \_\_\_\_\_  
\_\_\_\_\_



Sample tourist information needs questionnaire used in Vermont.



THE STATE OF VERMONT IS UNDERTAKING THIS STUDY TO DETERMINE THE EFFECTIVENESS OF A COORDINATED TRAVEL INFORMATION PROGRAM. YOUR COOPERATION IN COMPLETING THIS FORM WILL BE MOST HELPFUL.

STATE OF VERMONT

1. NAME OF CHAMBER OF COMMERCE \_\_\_\_\_

2. LOCATION \_\_\_\_\_

3. ARE YOU A PARTICIPANT IN THE VERMONT COORDINATED TRAVEL INFORMATION SIGN PROGRAM? YES ☐ NO ☐

4. IF NO, PLEASE STATE REASON \_\_\_\_\_

5. WHAT EFFECT DO YOU FEEL THE INSTALLATION OF THE NEW HIGHWAY SIGNS AND INFORMATION CENTERS HAS HAD ON AREA BUSINESS VOLUME?

INCREASE IN VOLUME ☐ % INCREASE (GROSS) \_\_\_\_\_  
DECREASE IN VOLUME ☐ % DECREASE (GROSS) \_\_\_\_\_  
NO CHANGE ☐

6. DO YOU FEEL THE NEW SIGNS ARE: MORE EFFECTIVE ☐ LESS EFFECTIVE ☐  
NO DIFFERENT ☐ THAN PREVIOUS ROADSIDE DIRECTIONAL SIGNS OR ADVERTISING?

7. WHY? \_\_\_\_\_

8. DO YOU FEEL THE INFORMATION CENTERS ARE: MORE EFFECTIVE ☐ LESS EFFECTIVE ☐ NO DIFFERENT ☐ THAN PREVIOUS ROADSIDE DIRECTIONAL SIGNS OR ADVERTISING?

9. WHY? \_\_\_\_\_

10. IF YOU HAD YOUR CHOICE OF PROVIDING TRAVELER INFORMATION & DIRECTIONS, WOULD YOU:

- ☐ USE THE NEW SIGNING?
- ☐ USE THE INFORMATION CENTER PLAQUES?
- ☐ USE BOTH OF THE ABOVE?
- ☐ USE CONVENTIONAL ROADSIDE ADVERTISING?
- ☐ NOT USE ANY ROADSIDE ADVERTISING?

11. DO YOU FEEL THAT IT IS IMPORTANT TO HAVE VERMONT HIGHWAYS AS ATTRACTIVE AS IS POSSIBLE? YES ☐ NO ☐

COMMENTS: \_\_\_\_\_





Sample tourist information needs questionnaire used in Vermont.



WE REQUEST THAT YOU PARTICIPATE IN A  
NATRO TRAVEL INFORMATION PROGRAM. YOUR CO-  
OPERATION IN COMPLETING THIS FORM WILL BE MOST  
HELPFUL.

STATE OF VERMONT

1. INCLUDING YOURSELF, HOW MANY PERSONS ARE RIDING IN YOUR VEHICLE?  
1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 OR MORE ☐
2. WHICH ARE YOU? DRIVER ☐ PASSENGER ☐
3. COUNTING THIS TRIP, HOW MANY TIMES HAVE YOU TRAVELLED THROUGH  
THIS AREA DURING THE PAST 12 MONTHS?  
1 ☐ 2 ☐ 3 ☐ 4 OR MORE ☐
4. WHERE IS YOUR HOME? CITY \_\_\_\_\_ STATE \_\_\_\_\_
5. WHAT IS THE PURPOSE OF YOUR TRIP; RECREATION ☐ BUSINESS ☐ OTHER ☐  
(PLEASE SPECIFY) \_\_\_\_\_
6. WAS THE REASON FOR STOPPING AT THIS INFORMATION CENTER TO ACQUIRE  
TRAVELER INFORMATION? YES ☐ NO ☐
7. PLEASE ANSWER THE FOLLOWING ACCORDING TO HOW THE MATERIAL AT THE  
INFORMATION CENTER INFLUENCED YOU.
  - A. ARE YOU PLANNING ON STOPPING AT A BUSINESS ESTABLISHMENT IN  
THIS AREA? YES ☐ NO ☐
  - B. IF YOU ARE GOING TO STOP IN THIS AREA, AT WHAT TYPE OF ESTAB-  
LISHMENT WILL YOU BE STOPPING? FOOD ☐ GAS ☐ LODGING ☐  
OTHER ☐ (PLEASE SPECIFY) \_\_\_\_\_ NOT APPLICABLE ☐
  - C. BEFORE YOU STOPPED AT THIS INFORMATION CENTER, HAD YOUR PRE-  
VIOUSLY PLANNED TO STOP AT AN ESTABLISHMENT IN THIS AREA?  
YES ☐ NO ☐
  - D. IF YOU HAD PREVIOUSLY PLANNED ON STOPPING, DID YOU HAVE A  
SPECIFIC ESTABLISHMENT IN MIND? YES ☐ NO ☐ NOT APPLICABLE ☐
  - E. IF YOU HAD A PARTICULAR ESTABLISHMENT IN MIND, WAS IT LISTED AT  
THIS INFORMATION CENTER? YES ☐ NO ☐ NOT APPLICABLE ☐
  - F. DO YOU FEEL THAT THE INFORMATION CENTER INFLUENCED YOUR DE-  
CISION FOR STOPPING IN THIS AREA? YES ☐ NO ☐

COMMENTS \_\_\_\_\_

WHEN COMPLETED, PLEASE DEPOSIT THIS FORM IN THE CONTAINER PROVIDED,  
OR PLACE IN ANY MAILBOX

THANK YOU



## VIRGINIA

### Virginia Visitor Travel Survey, 1974

This 1974 Virginia survey is part of a series of studies conducted at five-year intervals beginning in 1949. Out of state visitors were interviewed who traveled by means of the passenger car, pick-up trucks towing campers, or single unit campers. Respondents were interviewed seasonally as they were leaving Virginia at 67 locations. The personal interview methodology was used.

The study is worth examination because of the detailed information that was gathered on expenditures, length of stay and kinds of stops made, by different types of car parties.

The following are examples of the kinds of results obtained:

- o The percentages of the total out-of-state car parties visiting Virginia on business trips and on pleasure trips were approximately the same -- business, 40%, pleasure 42%. The greatest influx of out-of-state traffic was during the summer season. Over 90% of all car parties had visited Virginia before. Approximately three-fourths of all out-of-state car parties were guests in bordering states the night prior to entering Virginia.

- o Nearly 70% of out-of-state passenger cars were registered in six states, four of which were border states.
- o Over 70% of all out-of-state car parties on business trips had business stops in Virginia, and over half of those on pleasure trips were passing through Virginia. Approximately 3% of the car parties visiting Virginia visited parks in the state, and over 60% of these park visits arrived during the summer months.
- o Pleasure trips accounted for over 60% of the total number of days spent in Virginia, and for 75% of the nights. Approximately three-fourths of all out-of-state car parties spent only one day and no nights in Virginia. Less than 13% of those on business trips stayed overnight while almost one-third of the car parties on combined business and pleasure trips spent the night.
- o Nearly 24% of all out-of-state car parties which spent one or more nights in Virginia had not visited the state in the past 12 months, while approximately 37% made one or two trips. Nearly 44% of those on pleasure trips were visiting friends or relatives

- o Among those out-of-state car parties which spent one or more nights in Virginia, the average number of nights spent in Virginia was 3.05 for the year. The seasonal averages vary from a low of 2.76 in the winter to a high of 3.26 in the summer. Motels, friends or relatives consistently rank first and second as the type of lodging used by all out-of-state car parties which spent one or more nights in Virginia, except for combined business and pleasure trips where the rank is reversed.
- o Almost three-fourths of all out-of-state car parties which spent one or more nights in Virginia spent over \$25 for all purposes. Nearly two-thirds of the total expenditures of visitors who spent one or more nights in Virginia was used for motels and lodging. The average expenditure per person, per day, for all out-of-state car parties was \$7.75 for the year. Approximately one out of every five dollars spent by car party visitors was for lodging.

#### Travel Services Signing in Virginia, September 1977

This August 1966 experimental project was designed to evaluate proposed national standards and criteria for official highway signs within interstate rights-of-ways, giving specific information to the traveling public. The project was conducted along a 70-mile section of an interstate containing

15 interchanges. At each interchange, six gas, four food, and four lodging logo signs were erected at the expense of qualifying establishments.

The results of this experiment were favorable and indicated that logo signing: 1) did not produce unusual main line changes; 2) did not increase main line shoulder usage; 3) did not produce unusual main line speed changes; 4) was utilized more by out-of-state motorists than by local drivers; and 5) met the travel services signing needs of a vast majority of interstate travelers.

Included in the report on this study are specifications used for signing and the qualifications required of those gas, food and lodging establishments who participated.

PRIVATE SECTOR STUDIES

The 1978 Auto Vacation Forecast, 3M Outdoor Advertising, 1978

This project was designed to answer: who will take an auto vacation in 1978; what are the trip characteristics; where are the auto vacation households heading in 1978; why did they decide on these vacation locations; and how will rising gasoline prices affect these plans. The report answers these questions nationally and then breaks the data into profiles for several states.

No information was provided on the methodology used to gather the data.

The data resulting does not address information factors, but does provide auto vacation statistics of general relevance to this project. Major findings were:

- o Nationally, 39.5 million households will take a vacation in 1978. This is an increase of one-half million households from 1977 and represents 80% of all vacationing households and 50% of the total households in the U.S. Demographics indicate that the auto vacationer is mobile, affluent and family-oriented.
- o The Great Lakes region will attract approximately three-quarter million fewer auto vacation households in 1978

than in 1977. The far west regions will show an increase in vacationers for 1978.

- o Over one-third of vacationers have predetermined their destination decisions for 1978 because of: friends, relatives, business trips, personal reasons. The impact of rising prices will be minimal upon auto vacationers.

Mayo, Edward, "The Psychology of Choice in the Lodging Market",  
Department of Marketing, University of Notre Dame, 1974

This report is basically an academic evaluation of the psychology behind the lodging decision process. The discussion is based on a model that involves components of travel pattern, price-value, judgment, psychology of choice, and array of motel choices. The author emphasizes that a lodging choice is a process, and that the end result will vary depending on the demographics and psychographics of the traveler and the purpose and nature of the trip.

"1,000 Islands International Council Visitor Survey", 1977

This study attempted to answer questions pertaining to U.S. tourist needs and expectations of the 1,000 Islands area in Canada, and when and how those U.S. visitors decided on 1,000 Islands as a vacation location.

The study was privately sponsored by the 1,000 Islands International Council, local Chambers of Commerce, and individual managements of tourism facilities there. The methodology used was personal interviews with U.S. citizens on a vacation trip staying overnight in the 1,000 Islands area. Respondents were intercepted at 19 different tourist attractions.

In terms of tourist information needs, the following resources were reported used by the U.S. tourists surveyed.



- o Vacationers surveyed relied heavily on referrals from relatives and friends, maps and directories, brochures and auto clubs.
- o Word of mouth appeared of maximum importance, exemplified by the findings that 53% of respondents surveyed acquired information from friends and relatives and that this source was most frequently ranked as the most helpful source. Forty-six percent (46%) used maps and directories, the source considered most helpful, with secondmost frequency. Brochures ranked third, used by 26%; auto clubs were fourth, used by 21%.
- o The report concludes that the importance of communicating the following is essential:
  - a) The services and attractions in the 1,000 Islands area
  - b) Adequate directions and information
  - c) Overall friendliness and genuine interest in the traveler's needs.

An Economic Impact Research Project at the Lake City, Florida Interchange, 1977

The objective of this project was to measure the readership and usage of travel related media, including highway signs, brochures, and printed directories. Information was also obtained as to the value of information centers and word-of-mouth communication.

This study was sponsored by the Lake City, Florida, Chamber of Commerce, with the primary purpose of determining the economic impact that would occur at the Lake City interchange if highway signs along Interstate 75 there were removed. Lake City is a rural economic area which would qualify for retaining signs through exemptions under the 1976 Federal Aid Highway Act, if a negative economic impact could be established.

One hundred personal interviews were conducted at each of five businesses located at the Lake City interchange. The major findings were:

- o Seventy-seven percent (77%) of respondents had seen the highway sign advertising the motel or place of business that they were patronizing. Eighty-seven percent (87%) of all respondents indicated that highway signs were useful for one or more of the following reasons: 1) alerted them to the place of business near the interstate exit; 2) gave them information which helped them decide to stop; 3) gave

directions for locating business. Of those who saw a sign, 84% said it was useful.

- o Seventy-five percent (75%) of all parties interviewed were first-time customers of the places of business where the interview intercept was made. Forty-seven percent (47%) of all parties had never been at the Lake City interchange before.
- o Sixteen percent (16%) of all respondents indicated they used one of the following sources for gathering information about businesses at the Lake City interchange: printed directory (6%), brochure (5%), information center (1%), heard about from someone or word of mouth (4%).
- o Information centers were used by only 1% of the sample. The centers helped respondents to find out about a motel, provided information to choose a motel, or gave directions to locate the motel.
- o Eighty-eight percent (88%) of respondents indicated that they normally use highway signs to find motels, attractions, restaurants, etc.

The Economic Impact of Sign Removal. Cedar City, Utah,  
Interstate 15.

The purpose of this spring 1977 study, was to accumulate factual information about consumers who came to Cedar City in order that the business community could make a reasonable estimate of the economic impact that would occur when highway signs were removed from Interstate 15 here.

A related objective was to measure present readership and usage of Interstate 15 highway signs by travelers visiting Cedar City, Utah.

Out-of-town, overnight visitors were intercepted at six Cedar City businesses, and 100 personal interviews were conducted at each of the six locations. The significant findings were:

- o Sixty-three percent (63%) of all travelers interviewed saw and recognized the sign located on Interstate 15 advertising the place of business they were patronizing when interviewed.
  
- o Fifty-one percent (51%) of all respondents used one of the following resources to gather information about services available in Cedar City: printed directory (24%); brochure (2%); information center (1%); heard about from someone or word of mouth (24%).

- o Highway signs on Interstate 15 were the dominant source of information and influence two to one over the next primary influence, directories.
  
- o Twenty-four percent (24%) of all respondents said they used directories advertising the place of business they were patronizing when interviewed. Of those who saw and used directories, 92% said they were useful in that they: 1) alerted them to the place of business near the interstate exit; 2) gave them information which helped them decide to stop, and 3) gave directions for locating businesses.

A Study of the Out-of-Town Overnight Vacationer to Charleston,  
1977

The objectives of this spring/summer 1977 study, were to determine the demographic characteristics of the traveler to Charleston, with emphasis also on media usage, expenditures, and activities engaged in, in and around this city. Out-of-town, overnight visitors to Charleston were intercepted at six different tourist facilities; 500 personal interviews were administered in two waves, in April and June 1977.

The findings with regard to media usage by visitors were:

- o Magazines directed to the female market ranked high in travel party readership (Better Homes and Gardens, Good Housekeeping, Family Circle).
- o Everyday exposure to radio, newspaper, and TV news occurred in over 50% of the travel parties, while at home.
- o Morning drive time radio captures 40-60% of visitor market while at home.
- o News and information format programs rank highest with the vacationer at home as a TV viewer.

- o An average of approximately 20,000 travel parties per time frame (April, June) used a travel directory such as AAA, Travelaide, Mobil Guide, or Coast.

Kampgrounds of America (KOA) Survey

Also appended to this report are results of an October 1976 survey conducted by Kampgrounds of America among patrons of its facilities throughout the United States. Included are statistics on:

- o Average number of nights camped out in past year.
- o Camper incidence by type of equipment
- o Geographic dispersion of campers
- o Demographic characteristics (household size, age, educational level, income).



## QUESTIONNAIRE

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MINNESOTA DEPARTMENT OF TRANSPORTATION QUESTIONNAIRE

- 1) How has your state interpreted the Federal Highway Beautification Act in general, and with regard to specific aspects such as state zoning determinations, the exemption of on-premise signs, Federal participation in compensation, and authorization of directional signs?

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- 2a) What has been the extent of your state's efforts to date, for removal of non-conforming billboards?

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- 2b) Have your efforts been directed at any specific type of sign -- such as those without traveler directions?

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- 2c) How many signs would you estimate have been removed in your state since the Federal Act went into effect?

(#) \_\_\_\_\_

10a) What is your state's position on logo or symbol signing?

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10b) Have you any test efforts underway or being contemplated for logo signing?

☐ Yes  
☐ No

10c) (IF YES) Please describe.

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11a) Does your state signing program have any special aspects designed to accomodate the needs of foreign-speaking tourists?

☐ Yes  
☐ No

11b) (IF YES) What are those?

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12) Has your state conducted any research studies, either with providers of tourist facilities, or with tourists, that include the subject of travel information needs and/or signing?

☐ Yes  
☐ No

4) Continued

	<u>Do Not</u> <u>Have</u>	<u>Very</u> <u>Effective</u>	<u>Somewhat</u> <u>Effective</u>	<u>Not at all</u>
Interpretive centers for tourists	( )	( )	( )	( )
(IF YES):				
How many? _____				
For what kinds of tourist facilities? _____				
_____				
_____				
Sign bays	( )	( )	( )	( )
(IF YES):				
How many? _____				
Inexpensive maps for small geographic areas within the state	( )	( )	( )	( )
A telephone information service or hotline for tourists	( )	( )	( )	( )
(IF YES):				
Please also describe that telephone service briefly _____				
_____				
_____				

5) Does your state have any tourist information facilities at  
wayside rests?

( ) Yes  
( ) No

(IF YES): What kinds of information facilities are those?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

6a) Do local Chambers of Commerce in your state play a significant role in supplementing your tourist information efforts?

☐ Yes  
☐ No

6b) (IF YES): In what ways?

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6c) How many local Chambers of Commerce in your state are officially designated tourist information centers?

# \_\_\_\_\_

7a) What other significant tourist information efforts is your state involved in, which I did not list above?

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7b) Are there any other significant, non-government sponsored tourist information programs in your state?

☐ Yes  
☐ No

(IF YES): Please describe.

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- 8a) To your knowledge, have any tourist facilities in your state had their business adversely affected as a result of the Federal Beautification Act?

( ) Yes

( ) No

- 8b) (IF YES) How many and what kind (resort, hotel, motel, tourist attraction)?

# \_\_\_\_\_

Type \_\_\_\_\_

- 9a) What is the status of any directional signing programs in your state?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- 9b) What are your state's distance limits for inclusion of facilities on directional signs?

For motels \_\_\_\_\_

For restaurants \_\_\_\_\_

For gas stations \_\_\_\_\_

- 9c) What are the quantity limits for the number of facilities on such directional signs?

Motels # \_\_\_\_\_

Restaurants # \_\_\_\_\_

Gas stations # \_\_\_\_\_

- 3) Does your state have any laws regarding roadside signing which are considered stricter than the Federal laws?

☐ Yes

☐ No

(IF YES) What is the nature of that law?

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- 4) I'd like to read a list of various tourist information methods. I'd like to know, first, whether your state sponsors each method, and secondly, how effectively each is working in your state -- very effectively, somewhat effectively, or not at all effectively.

	<u>Do Not Have</u>	<u>Very Effective</u>	<u>Somewhat Effective</u>	<u>Not at all</u>
Manned information centers (IF HAVE, ALSO ASK): How many?	( )	( )	( )	( )
State highway maps published and distributed by the government?	( )	( )	( )	( )
Brochures and pamphlets available by mail from the state?	( )	( )	( )	( )
(IF YES) Please also briefly describe the kinds of brochures.				
Hotel/motel/resort location guides published by the state	( )	( )	( )	( )



- 13) (IF YES) May we obtain any reports about the results of those studies, or the subsequent action taken?

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ASK FOR ANY MATERIALS RELEVANT TO THE ISSUES JUST EXPLORED.



BIBLIOGRAPHY AND APPENDED EXHIBITS:  
BY TOPIC



FLORIDA

Florida 1977 Tourist Study

Florida Official Transportation Map

"Florida Family Vacation Centers"

"Florida Attractions"

"Florida Hotel and Motel Travelers Guide"

"Florida"

"Bahia Beach New Island Resort"

"Miami Beach Hawaiian Isle"

IOWA

Travel Information

"Iowa Heartland, U.S.A."

"Museum of Amana History"

"Amana Society Farm Museum"

"Amana Colonies, Guide Map and Business Directory"

"Midwest Old Trenchers, Summer Time Activities"

"Midwest Old Settlers and Threshers Annual Reunion"

"Adventure Land Park"

"Little Brown Church in the Vale -- Bradford House"

"Riverview Park"

"Covered Bridge Festival"

Iowa State Transportation Map, 1978

"Iowa offers you more"

"You'll be surprised about Iowa"

"Iowa events, September-December, 1978"

"Stage Coach Trail Farm Museum"

Guide to Iowa Outdoor Advertising Sign Regulations Along  
Primary Highways

MAINE

"MDOT to Hold Public Hearing on Maine's New Sign Law in  
Portland, June 28", Transportation News Release

"New Maine Sign Law Bans Billboards and Creates Uniform  
Directional Signing System"

Four photographs showing directional and symbol signs.

KAMPGROUNDS OF AMERICA

KOA Survey, October 1976.



## NORTH DAKOTA

North Dakota Recreation Trails

North Dakota Canoeing Waters

Prairie Heartland

Turtle Mountains

Souris Basin

Red River Land

Garrison

North Central Kale Region

North Dakota 1978 Calendar of Events

North Dakota Museums

North Dakota State Parks

North Dakota 1978 Official Highway Map

North Dakota Campgrounds

North Dakota, the Great Way

SOUTH DAKOTA

South Dakota Official 1978-1979 Highway Map

South Dakota 1978 Calendar of Events

South Dakota, we Invite your Family to Roam Free

South Dakota, Symbols...Signs and History

South Dakota State Parks

Augumn, A Time to Roam Free

South Dakota Rockhound Guide

South Dakota Historic Homes Tour Guide

Roam Free in South Dakota

South Dakota, Vacation Guide

Kent, Calvin, et al. "The Economic Impact of Nonconforming  
Billboard Removal", Public Finance Project, University of  
South Dakota, 1977 (Nov.)

### 3M OUTDOOR ADVERTISING STUDIES

"1000 Islands International Council Visitor Survey, 1977", National Research Service, Illinois.

Mayo, Edward, "The Psychology of Choice in the Lodging Market", U. of Notre Dame, 1974.

"Charleston Area Visitor Survey, 1977", National Research service, Illinois

Mayo, Edward J. "Regional Travel Characteristics of the United States", U of Notre Dame, 1973.

"The Economic Impact of Sign Removal, Cedar City, Utah Interstate 15", National Research Service, 1977.

"An Economic Impact Research Project at the Lake City, Florida Interchange", National Research Service, 1977.

"The 1978 Auto Vacation Forecast", 3M National Advertising, 1977.

TRAVEL INFORMATION CENTERS, INC.

"Travel Info, Effectively Reaching the Traveling Motorist"

Location Map

Two Information Pamphlets

One Photograph

UNIVERSITY OF NOTRE DAME

Mayo, Edward J. "The Psychology of Choice in the Lodging Market", 1974.

Mayo, Edward J. "Regional Travel Characteristics of the United States", 1973.

The 1978 Auto Vacation Forecast, 1977

## UTAH

Ski Utah! (Map and resort listing)

The Traveler, Utah and you!

Utah! Best of the West

Utah Story

Utah! National Park State

The State Parks of Utah

Panoramaland Utah

Mountainland

Sale Lake Valley

Golden Spike Empire

Dinosaurland, Utah!

Utah's Color Country

Castle Country

This is Bridgerland

Great Circle of the Southwest

Utah Major Events, 1978

We've captured Utah on films and slides (direct mail piece)

"Utah Tourism, Motor Vehicle Travel", Summer, 1977

"Utah Tourism, Motor Vehicle Travel", Fall, 1977

VERMONT

Vermont 1978 Maple Sugar Houses

Boys and Girls Camps -- Summer Fun in Vermont

Vermont in Brief

Vermont 1978 Four Season Vacation Rentals.

Poster of new directional and symbol signs

Flyer describing travel information plazas, Chambers of Commerce, interstate highway rest areas and directional and symbol signs.

"Vermont Tourist Information Services", reprinted from Title 10, Vermont Statutes annotated.

CB program plan

Vermont Vacation Travel Indicators

Travel Information Council Standards Manual

Vermont 1978/79 official state map

Vermont summer events, 1978

Vermont's Gasetteer, a visitors handbook to eating, lodging, camping, shops and attractions

The Vermont Guide 1978

Vermont 1978 Ski Guide

Vermont Attractions 1978

Vermont Summer Travel Survey - 1976

Vermont Winter Travel and Recreation Survey - 1977

Experimental Gasoline Brand Identification Study (with survey)

REPORT 2

QUALITATIVE STUDY :  
INTERVIEWS WITH CHAMBER OF COMMERCE  
PERSONNEL  
STUDY OF INFORMATIONAL NEEDS  
OF TOURISTS IN MINNESOTA





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WEST VIRGINIA

"Camping in West Virginia" (guide pamphlet)

"West Virginia Calendar of Events, 1978"

"West Virginia Official Highway Map"

"West Virginia State Parks & Forests"

"West Virginia Hotels and Motels"

VIDEO INFORMATION SYSTEMS

"Public Information Computer, 'PIC'"

Information Flyer

Poster.

VERMONT.

Vermont 1978 Maple Sugar Houses

Boys and Girls Camps -- Summer Fun in Vermont

Vermont in Brief

Vermont 1978 Four Season Vacation Rentals.

Poster of new directional and symbol signs

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The Vermont Guide 1978

Vermont 1978 Ski Guide

Vermont Attractions 1978

Vermont Summer Travel Survey - 1976

Vermont Winter Travel and Recreation Survey - 1977

Experimental Gasoline Brand Identification Study (with survey)

VIRGINIA

Seven Photographs Showing Directional and Logo Signs.

Virginia Visitor Travel Survey, 1974

"Travel Services Signing in Virginia"

Virginia, 1978 (Official State Highway Map)

## INTRODUCTION

This report reviews the results of a survey conducted among representatives of Chambers of Commerce in the state of Minnesota during the week of October 16, 1978. The survey was conducted for the Minnesota Department of Transportation with the following objectives:

- o To explore possible ways to make it easier for tourists to locate places of interest in Minnesota.
- o To determine how the Federal Highway Beautification Act, calling for removal of nonconforming billboards from state and interstate highways, has affected tourism in various parts of Minnesota.
- o To gauge the adequacy and effectiveness of Minnesota's conforming signs in meeting tourists' needs. These include directional signing (i.e., gas, food, lodging) and international symbol signing.
- o To gauge the adequacy and effectiveness of tourist information (brochures, maps, etc.) presently being provided by the state of Minnesota.



A total of 30 respondents were chosen from a list of Chamber of Commerce personnel throughout Minnesota. Personal interviews were conducted by telephone using a structured questionnaire.

Respondents' verbatim comments to open-ended questions asked in the interview are provided in the Appendix, along with a list of respondents' name, title, and organization.

A copy of the questionnaire used is provided in the last section of this report.

It should be noted: In the nature of qualitative research, the sample base of 30 respondents is small and not projectable because of its size. This, however, is consistent with the overall purpose of the research which was designed to get at the range of issues involved in the subject and to get some indications of opinion, to be studied further in subsequent phases of this project.

### HIGHLIGHTS OF THE FINDINGS

This section presents an overview of the findings, all of which are discussed fully and illuminated by tables in the body of the report.

- 1) The Federal Highway Beautification Act appears to have had an impact on the state of Minnesota, to the extent that some non-complying billboards have been removed throughout the state. Nearly half the respondents had noticed an increase in tourists' requests for information from their Chambers of Commerce since the enactment of the law. Those towns where most or all of the billboards had been removed felt a greater information need than towns where billboards were still standing. Compliance or non-compliance in removal of billboards seemed to vary by town, rather than by sector of the state.

Whether or not they had personally received more questions from tourists, most respondents felt that the absence of information resulting from the removal of billboards had caused an "information gap" for some travelers. Respondents from areas where there were state parks or other specific tourist attractions seemed particularly dissatisfied with the new regulations.

Minnesota's tourists seem to have relied on billboards primarily for directions, distances and descriptions of resorts, lodges, campgrounds, parks and recreational facilities; and secondarily, to find museums and historical sites.

- 2) The vast majority of respondents (29 out of 30 interviewed) said that they distribute state-provided tourist information through the Chamber of Commerce for their town or area. These included brochures, pamphlets, state highway maps, hotel/motel/resort location guides, regional tourist maps and specific state park or regional directories.

Over half the respondents rated this state-provided information as being good or excellent. Many remarked on the recently noticeable improvement in such materials, feeling a commitment on the part of the state to the tourism industry and its needs which they had previously perceived as lacking.

As a group, respondents from the tourist areas, Pioneerland, Hiawathaland, Vikingland, and Itasca State Park, were very happy with the tourist information the state provides them. Several mentioned the high quality of the brochures and pamphlets designed for their particular region.

Respondents from smaller towns felt their areas were not being fairly treated, both by inadequate numbers of or sufficiently informative signing and difficulty in obtaining tourist information for distribution, especially maps.

- 3) The respondents felt that Minnesota's present road signing increases rather than decreases its tourists' informational needs. While most respondents said they felt that the signs that do exist are good, there are not enough of them, particularly directional signs (i.e., those signs, in compliance with federal law, which designate "gas-food-lodging-resort-or camping" with appropriate arrows or directions). Over half of the respondents considered all of the following useful additions to present directional signing (in order of importance): a) arrows showing direction of travel to facility; b) mileage to facility; c) kinds of services available at a specific place; d) names of facilities. This last refers primarily to resorts and campgrounds, rather than gas stations or motels. Most respondents seemed reserved about the benefits of state-owned standard road signs that list upcoming services (like Standard Oil and Holiday Inn) by name.

Whatever information they felt should be on the road signs, respondents considered uniformity of signing to be of primary importance. Suggestions for implementation were varied, but all had behind them the same idea: that it will be easier for tourists to travel around the state if all the signs they encounter follow a logical -- and similar -- informational pattern.

- 4) Government-developed or sponsored symbol signing does not seem to have much enthusiastic support in Minnesota. Although most of the respondents had heard of the system, some were not familiar with it, which might warrant consideration of a program of some kind to familiarize Minnesotans with the symbol-signing concept.
- 5) More than anything else, respondents say that Minnesota tourists need cheaper, more readily available maps, both highway and regional. Several respondents mentioned that they often ran out of maps during the heavy summer tourist season, and others expressed anger at never having maps available to them.

- 6) The absence of highway signs has created a need among tourists -- and the agencies that serve them -- for more state-provided printed materials. Prime among these are maps, mentioned above. In addition, respondents asked that more brochures and pamphlets be available through the mail for pre-trip planning; that regional hotel/motel/resort location guides be published by the state; and that sign bays of plazas be placed at wayside rests.
- 7) The human element is important to travelers who no longer have a sea of billboards to tell them where they are, where they have been, and where they are going. Sixty percent (60%) of the respondents strongly favored instituting a telephone system with a toll-free number tourists could call 24 hours a day for specific travel information. Two-thirds were in favor of a CB radio tourist information channel and service, through some voiced concern that the service might be abused. Forty-seven percent (47%) favored more manned tourist information centers along the state's highways.

EFFECTS OF THE FEDERAL HIGHWAY BEAUTIFICATION ACT

The Federal Highway Beautification Act has made an impact on the state of Minnesota, to the extent that billboards have been and are being removed throughout the state. Chamber of Commerce personnel are receiving more requests for information from tourists since the Beautification Act went into effect. However, the percentage of respondents who reported an increase in tourists' information requests was about equal to the percentage who reported no increase. (See Table 1.)

TABLE 1

Question: Has the removal of billboards caused an increase in the requests from tourists for information from your Chamber of Commerce?

Percent of All Respondents  
(N=30)

Response:

Yes, there has been an increase	43%
No, there has not been an increase/It has had no effect at all	37
Don't Know	20

In towns where most or all of the billboards had been removed, the requests for information were more frequent, while those towns where billboards were still standing had felt no effects of the new law. Cross-tabulation of two questions, one asking for the number of billboards removed in respondent's area and the other asking if the removal had had an effect on tourists' requests for information, showed this relationship very clearly. (See Table 2.)

TABLE 2

Question: How many billboards in your area have been removed because of the Federal Highway Beautification Act?

	Percent of Respondents		
	Total Respondents (N=30)	Respondents Who Reported An Increase in Tourist Requests for Information (N=13)	Respondents Who Reported No Increase In Tourist Requests for Information (N=11)
<u>Response:</u>			
All have been removed	20%	38%	9%
Most have been removed	40	54	27
Some have been removed	10	-	27
None have been removed	13	-	27
Don't Know	17	8	9



Though respondents were divided into three geographical groupings, northern, central and southern tiers, there was no apparent relation in responses among respondents from the same tier. Compliance or non-compliance with the Beautification Act, and its attendant tourist information problems (or lack of them) seemed to vary by town, rather than by sector of the state.

Most respondents felt that the removal of the billboards had created an "information gap" to some degree for many travelers in their area. Respondents from areas where there were state parks or other specific tourist attractions seemed particularly dissatisfied with the new regulations.

Minnesota's tourists seem to have relied on billboards primarily for directions, distances and descriptions of resorts, lodges, campgrounds, parks and recreational facilities; and secondarily, museums and historical sites. (See Tables 3 and 4.)

TABLE 3

Question: Which absence of information is most frequently causing problems for the tourist you encounter?

Percent of Respondents  
(N=30)

Response:

Directions to facility	63%
Distance to facility	57
Specific names of facilities available	53
Descriptions of the kinds of facilities available	47
Identification of highway turnoffs to facility	43
All Other Mentions	7

TABLE 4

Question: What kinds of tourism facilities do visitors to your area most frequently have trouble locating in the absence of highway billboards?

	<u>Percent of Respondents</u> (N=30)
<u>Response:</u>	
Resorts, lodges and campgrounds	73%
Parks and recreation areas	50
Museums and historical sites	40
Hotels and motels	27
Gasoline service stations	17
None	10
All Other Mentions	7

EFFECTIVENESS OF STATE-PROVIDED INFORMATION  
IN MEETINGS TOURISTS' NEEDS

Most Chamber of Commerce personnel are familiar with state-provided tourist information, and avail themselves regularly of state brochures, pamphlets, highway maps, hotel/motel/resort location guides, regional tourist maps and specific state park and regional directories. (See Tables 5 and 6.) Over half the respondents rated this state-provided information as being good or excellent. (See Table 7.)

As a group, respondents from Pioneerland, Hiawathaland, Vikingland, and Itasca State Park were especially happy with the tourist information the state provides them. They are feeling a commitment on the part of the state to the tourism industry and its needs which they had previously perceived as lacking. Selected comments are:

They made a good change when they went from calling Minnesota the "Northern Lakes Region" to "Minnesota Lakes and a Whole Lot More."

Legislation is at last putting dollars into Minnesota. We have cooperation between the Department of Transportation and the Department of Economic Development.

About one-third of the respondents rated the information which the state provides as only fair. (See Table 7.) They felt that Minnesota trailed behind other states in providing effective tourist information. As tourists themselves in other states, they noticed evidence of more money being spent on tourist-related services, such as maps, brochures and highway rest areas. Some comments are:

There's just not as much being spent here as in other states, specifically campground guides, motel guides, facilities in general.

I generally feel we don't promote what we have here. We don't spend enough money. There isn't enough information to supply tourists in brochures.

Rest areas -- there's more to them in other states.

Spend more money!

As a group, respondents from smaller towns felt their areas were cheated, both by inadequate or deceptive signing and difficulty in obtaining tourist information for distribution, especially maps.

TABLE 5

Question: Is your Chamber of Commerce office involved in distribution of information to tourists regarding travel in your area?

	<u>Percent of Respondents</u> (N=30)
<u>Response:</u>	
Yes	97%
No	3

TABLE 6

Question: What kinds of tourist information materials do you distribute?

	<u>Percent of Respondents</u> (N=30)
<u>Response:</u>	
Brochures and pamphlets	90%
State highway maps	87
Hotel/motel/resort location guides	80
Regional tourist maps	80
Other materials	43

TABLE 7

Question: Would you say that the information now available to help tourists travel about the state of Minnesota is excellent, good, fair, or poor?

	<u>Percent of Respondents</u> (N=30)
<u>Response:</u>	
Excellent	7%
Good	47
Fair	37
Poor	7
Don't Know	3

NOTE: Respondents' verbatim comments regarding their feelings about the type of information now available to help tourists travel in Minnesota are provided in the Appendix.

QUALITY OF ROAD SIGNING AND ITS EFFECT ON TOURIST NEEDS

Overall, respondents felt that the general quality of Minnesota's present road signing is good. As shown in Table 8, 57 percent rated it good or excellent; 23 percent said the quality of Minnesota's road signing is fair, and 20 percent said it is poor.

TABLE 8

Question: Would you say the quality of road signing in general, in Minnesota, is excellent, good, fair, or poor?

	<u>Percent of Respondents</u> (N=30)
<u>Response:</u>	
Excellent	7%
Good	50
Fair	23
Poor	20

However, respondents were inclined to feel that Minnesota's present road signing creates additional tourist information needs rather than helps reduce these needs. Table 9 shows that over half of the respondents indicated present signing creates additional needs, while less than one-third said the present signing helps reduce tourist information needs.



TABLE 9

Question: Would you say the quality of Minnesota's road signing creates additional tourist information needs, helps to reduce tourist information needs, or has no effect at all on tourist information needs?

	<u>Percent of Respondents</u> (N=30)
<u>Response:</u>	
Creates additional tourist information needs	53%
Helps reduce tourist information needs	30
Has no effect at all	10
Don't Know	7

In addition, the majority of respondents -- nearly two-thirds -- believed that Minnesota's directional signing (i.e., those signs in compliance with federal law which designate "gas-food-lodging-resort-camping" with appropriate arrows or directions) are somewhat inadequate or not at all adequate. (See Table 10.)

TABLE 10

Question: How adequate is federally-regulated directional signing (that which designates gas-food-lodging-resorts-camping) in providing information to tourists?

	<u>Percent of Respondents</u> (N=30)
<u>Response:</u>	
Very adequate	37%
Somewhat inadequate	27
Note at all adequate	37

Respondents from small towns had the most complaints about the present signing, feeling neglected by the state because they are "off the beaten track." They argue that it is for precisely this reason that they need adequate signing just as much, if not more, than their more traveled-to neighbors. A related comment is:

We only have one (freeway) exit in our town and many gravel roads. Without signs, people get lost."

Many respondents seemed to answer questions about road signs from a tourist's point of view, asking for earlier warning of upcoming detours and, most significantly, for a more uniform system of signing. Some comments are:

Distance signs are deceiving. There should be more of them on major highways. Now signs list some of the upcoming cities listed, at uniform distances from their turn-off.

Maybe color-coded signing would work, uniform throughout the state.

Business loops through towns should bear the same number as the inter-state or bypass number for clarity. Tourists will know if they stay on that road they can get back to the highway.

Directional signs should be uniform. Sometimes gas and food will be listed but not lodging. Hospital signs should give directions to the hospital.

REACTIONS TO TOURIST INFORMATION PROGRAM ALTERNATIVES

Directional Signing

The majority of respondents considered all the following useful additions to present directional signing: 1) arrows showing direction of travel to a facility; 2) mileage to a facility; 3) kinds of services available at a specific place; and 4) names of facilities. (See Table 11.)

TABLE 11

Question: What kinds of information do you feel would be most important to include on signs if a more comprehensive tourist information directional signing program were implemented?

	<u>Percent of Respondents</u> (N=30)
<u>Response:</u>	
Arrows showing direction of travel to facility	90%
Mileage to facility	73
Kinds of services available at a specific place	67
Names of facilities	60
Other Mentions	17

FAMILIARITY WITH GOVERNMENT-DEVELOPED SYMBOL-SIGNING

Most of the respondents said they are familiar with government-developed symbols used on directional signs to indicate food, gas, lodging, and other kinds of tourism facilities. Of all respondents interviewed, nearly two-thirds felt it would be important to provide such symbols on the signs.

However, a significant proportion -- one-third of all respondents interviewed -- gave no answer or considered it not at all important to use such symbols. This would suggest that there is some lack of knowledge and understanding of the government-developed symbols, which may warrant consideration of a program of some kind to familiarize Minnesotans with the symbol-signing concept.

If, like the metric system, symbol signing is a somewhat foreign idea to many Minnesotans, it can probably be best presented in a way that makes it simple and practical to learn and use.

(See Tables 12 and 13.)

TABLE 12

Question: Are you familiar with the symbols that have been developed by the U. S. government for use on directional signs to depict food, gas, lodging, and other kinds of tourism facilities?

	<u>Percent of Respondents</u> (N=30)
<u>Response:</u>	
Yes	87%
No	13

TABLE 13

Question: How important do you feel it would be to include the government-developed symbols on directional signing in Minnesota?

	<u>Percent of Respondents</u> (N=30)
<u>Response:</u>	
Very important	37%
Somewhat important	27
Not at all important	13
No Answer/Don't Know	23

REACTIONS TO POSSIBLE WAYS TO FACILITATE  
TOURIST TRAVEL IN MINNESOTA

Maps

Overall, respondents believed that having more-readily-available state highway maps and having inexpensive maps showing locations of tourist facilities or attractions in individual regions of the state are the two most effective ways to make it easier for tourists to locate places of interest in Minnesota, in view of the absence of highway advertising. In a follow-up question, maps, both highway and regional, were also rated highest for being important tools in "providing better information for tourists."

These results, displayed in Tables 14 and 15, show:

- o 83 percent of the respondents rated having more-readily-available highway maps as a "very effective" way to meet the information needs of Minnesota tourists; 73 percent said that such maps are "very important" in providing tourists with "better information."
- o 80 percent of the respondents stated that inexpensive regional maps are "very effective" informational tools, and 67 percent said it is "very important" to provide tourists with them.

Most respondents felt that highway maps presently prepared by the state of Minnesota are good, and as stated earlier, respondents from specific tourist regions were very satisfied with the regional maps provided them.

Except for a few respondents from small towns who felt generally ignored in all aspects of state-provided information, quantity seemed to be the primary complaint. Several respondents mentioned running out of maps in the middle of their tourist season.



State-Provided Printed Materials

Respondents supported the premise that the absence of highway signs has created a need among tourists -- and the agencies that serve them -- for more state-provided printed materials. Prime among these are highway and regional maps, discussed earlier. In addition, respondents believed it would be effective to have more brochures and pamphlets available through the mail for pre-trip planning, as well as to have regional hotel/motel guides published by the state. The percentages of respondents considering these "very effective" were 57 percent and 50 percent, respectively.

The placement of sign bays or plazas at wayside rests received considerable support among respondents. Seventy percent said this would be "very effective" to make it easier for tourists to find destinations in Minnesota. (See Table 14.)

### Information Systems

Respondents favored providing systems for easy-access tourist information which depart from the traditional maps/signs/brochures mode. Most popular was a proposed CB radio tourist information channel and service, considered "very effective" by 63 percent of the respondents. Respondents also favored instituting a "Tourist Hotline" with a toll-free number tourists could call 24 hours a day for specific travel information. This was considered "very effective" by 60 percent of the respondents. More manned tourist information centers along state highways were favored as "very effective" by 47% of the respondents. (See Table 14.)

Many respondents seemed to be aware of what other states are doing in regard to tourist information, and are interested in patterning Minnesota programs after successful models.

Some comments were:

Iowa has a computer system of state road information and a listing of daily or weekly events of possible interest to tourists.

More information booths should be placed around the state. They could be franchised at strategic locations.

It would be great to allow businesses to purchase their own signs and keep them up like they do in Vermont.

Tables 14 and 15, which follow, illustrate the range of response regarding programs considered effective and important in providing tourist information.

TABLE 14

Question: I am going to read you a list of possible ways to make it easier to locate places of interest in Minnesota. I'd like to know how effective you think each would be, in meeting the information needs of Minnesota tourists, in view of the absence of highway advertising. For each, please tell me whether you think it would be very effective, somewhat effective, or not at all effective.

<u>Percent of Respondents (N=30)</u>				
	<u>Stated Degree of Effectiveness</u>			
	<u>Very Effective</u>	<u>Somewhat Effective</u>	<u>Not at all Effective</u>	<u>Don't Know</u>
<u>Consideration:</u>				
1) More roadsigns giving specific directions to towns	57%	23%	20%	0
2) More roadsigns giving distances to towns or cities	53%	33%	13%	0
3) State-owned roadsigns listing up-coming services by name (such as Standard gas, Holiday Inn, etc.)	40%	33%	27%	0
4) More roadsigns identifying the roads tourists are traveling on by route number	47%	23%	30%	0

TABLE 14  
(Continued)

		<u>Percent of Respondents (N=30)</u>			
		<u>Stated Degree of Effectiveness</u>			
		<u>Very Effective</u>	<u>Somewhat Effective</u>	<u>Not at all Effective</u>	<u>Don't Know</u>
5)	More roadsigns giving directions to each specific state park	63%	17%	17%	3%
6)	More readily available state highway maps	83%	13%	3%	0
7)	More manned tourist information centers	47%	37%	10%	7%
8)	More brochures and pamphlets available through the mail for pre-trip planning	57%	27%	10%	7%
9)	Regional hotel/motel resort locations guides published by the state	50%	27%	20%	3%
10)	Sign bays or plazas located at wayside rests	70%	20%	3%	7%
11)	Inexpensive maps showing locations of tourist facilities and attractions in individual regions of the state	80%	13%	7%	0
12)	A telephone information system with a toll-free number tourist could call 24 hours a day for specific travel information	60%	17%	20%	3%
13)	A CB radio tourist information channel and service	63%	30%	3%	3%

TABLE 15

Question: Reviewing the subjects covered in the previous question, please tell me how important you feel each of these factors would be in providing better information for tourists. Please indicate the number "1" for those you feel are very important, "2" for somewhat important, and "3" for not at all important (READ LIST IN Q. #14 AGAIN).

Percent of Respondents (N=30)

Stated Degree of Effectiveness

<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not at all Important</u>
-----------------------	---------------------------	-----------------------------

Consideration:

1) More roadsigns giving specific directions to towns	50%	23%	17%
2) More roadsigns giving distances to towns or cities	53%	30%	7%
3) State-owned roadsigns listing up-coming services by name (such as Standard gas, Holiday Inn, etc.)	40%	20%	30%
4) More roadsigns identifying the roads tourists are traveling on by route number	43%	23%	23%
5) More roadsigns giving directions to each specific state park	60%	17%	13%

TABLE 15  
(Continued)

Percent of Respondents

Stated Degree of Effectiveness (N=30)

	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not at all Important</u>
<u>Consideration:</u>			
6) More readily available state highway maps	73%	17%	0
7) More manned tourist information centers	37%	20%	30%
8) More brochures and pamphlets available through the mail for pre-trip planning	43%	30%	20%
9) Regional hotel/ motel resort locations guides published by the state	43%	30%	20%
10) Sign bays or plazas located at wayside rests	53%	27%	7%
11) Inexpensive maps showing locations of tourist facilities in individual regions of the state	67%	13%	10%
12) A telephone information system with a toll-free number tourist could call 24 hours a day for specific travel information	47%	23%	17%
13) A CAB radio tourist information channel and service	50%	30%	10%

## APPENDIX

The following is a list of respondents interviewed:

Bea Thompson, Manager  
Litchfield Chamber of Commerce  
Litchfield, MN

Larry Haugen  
Worthington Chamber of Commerce  
Worthington, MN

Mary Berg, Secretary  
Lake City Chamber of Commerce  
Lake City, MN

Chuck Bullock  
Chamber of Commerce  
Glenwood, MN

Mrs. Don Wilkens  
Chamber of Commerce  
Crookston, MN

Glenn Kraywinkle, Manager  
Chamber of Commerce  
Little Falls, MN

Jim Lawson  
Cold Spring Commercial Club  
Cold Spring, MN

Carol Vannerstrom  
Chamber of Commerce  
Willmar, MN

Marilyn Halsey, Secretary  
Area Chamber of Commerce  
Anoka, MN

Craig Hilton  
Chamber of Commerce  
Redwood Falls, MN

Bob Hanson  
Freeborn County Chamber of Commerce  
Albert Lea, MN



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Leonard Swart  
Civic and Commerce Club  
Badger, MN

Joan Benford  
Chamber of Commerce  
Detroit Lake, MN

John Knight  
Area Chamber of Commerce  
Fergus Falls, MN

Jerry Maley  
Chamber of Commerce  
Park Rapids, MN

J. Donald Brown, Manager  
Information Center  
Wadena, MN

Ed Roberts  
Chamber of Commerce  
Chisholm, MN

Allen Carriere, Manager  
Chamber of Commerce  
Marshall, MN

Larry Anderson  
Chamber of Commerce  
Blue Earth, MN

Claude Titus  
Chamber of Commerce, Welcome House  
Grand Rapids, MN

Jeanne Berg  
Leech Lake Area Chamber of Commerce  
Wlaker, MN

Clay Murray  
Chamber of Commerce  
Hibbing, MN

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Lucille Bewley  
Chamber of Commerce  
Bemidji, MN

Jim Clayton, Manager Runestone Museum  
Chamber of Commerce  
Alexandria, MN

Don Larson  
Civic and Commerce Association  
Cambridge, MN

John Kern  
Chamber of Commerce  
Fairmont, MN

Robert Wettergren, Manager  
Chamber of Commerce  
St. Peter, MN

Jim Murphy  
Area Chamber of Commerce  
Rochester, MN

Larry Mankin  
Chamber of Commerce  
Brainerd, MN

Ted Ringhofer, Executive Vice President  
Chamber of Commerce  
Owatonna, MN



VERBATIM COMMENTS



TABLE A-1

VERBATIM COMMENTS: FEELINGS ABOUT THE TYPE OF INFORMATION  
NOW AVAILABLE TO HELP TOURISTS TRAVEL IN MINNESOTA

<u>Resp. #</u>	<u>For Those Who Said the Information is "Excellent"</u>
12	"I have a lot of information at the office and I've called the Department of Tourism and they have always been very helpful; different areas in the state seem to be well covered for tourists."
16	"The highway map is excellent and it's very well marked. Only one complaint: not enough. We've been out of this year's since July."
	<u>For Those Who Said the Information is "Good"</u>
04	"The new brochures are going to be better. I'm involved in them. They're all going to work together to produce literature and it's more economical on behalf of the state."
07	"I keep getting requests from information centers around the state for area information. There is room for expanding and room to add more. They're on the right road."
10	"I have a little insight and I now see with the map situation and the four seasons that this is going to be a whole new ball game. The Department is now listening and acting and it's going to help."
13	"Necessary information in general form and they cover a broad area in things."
14	"Minnesota was too often promoted by the state as 'Northern Lakes Region,' but now they have come up with the new theme of 'Minnesota: Lakes and a whole lot more.'"
15	"Mostly because of the legislation action of putting dollars into Minnesota. We have cooperation between the Department of Transportation and the Department of Economic Development."
18	"Can't see anything bad about it."
19	"Any information I've ever requested. The maps and the booklets are very good and readily available."

Resp. #      For Those Who Said the Information is "Good" (continued)

- 23      "According to what I can get in here. The literature that is sent out to me. Very good."
- 24      "I'm basing this on our magazines. They have them charted by a code name, all the towns and all the facilities that the towns have."
- 26      "Mainly what I've seen it isn't excellent so that is why I chose 'good.' It could be better."
- 27      "If they're involved in the Viking Book or any like that. Gives good information on tourism of the state."
- 29      "Because of the interstate highway. There's information available and there's information in the Minneapolis Star & Tribune."
- 30      "The fact that we are not as large of a destination in terms of size. We would like to see ours emphasized a little more."

For Those Who Said the Information is "Fair"

- 02      "I come here from another state and I was a tourist and it has been difficult for the average tourist."
- 03      "I generally feel we don't promote what we have here. We don't spend enough money. There isn't enough information to supply to tourists on brochures. Not enough cooperation with the business community and the state."
- 05      "I think for now we're having some problems. We don't ever have the maps for tourist which I understand will be corrected but some of the cutting in government has really hurt the tourist business."
- 06      "Because of the signing program the resorts are no longer able to put their sign out."
- 08      "It has a couple of redeeming factors. We have some nice facilities on each end of the state."
- 09      "In this area everyone knows where to go."
- 11      "It is getting better. The material we receive from other states is expensive and more complete. More money is spent on them."

Resp. #      For Those Who Said the Information is "Fair" (continued)

- 17      "Not enough money being spent as other states; specify campground guides, motel guides, facilities in general."
- 21      "Because you have to know where to get it in order to find it."
- 22      "There's some things lacking that we see in other states: (1) rest areas, there's more to them in other states; (2) distribution of brochures."
- 28      "Just recently the state has become more aware of problems. They're looking for their problem areas and they're taking advise. Trying to improve the situation."

For Those Who Said the Information is "Poor"

- 01      "Without the signs many people get lost. We only have one exit in Alexandria and many gravel roads. Some have driven around for 3 to 4 hours trying to find some place."
- 20      "Because of the fact you can't seem to find out where something is at."

For Those Who Said "Don't Know"

- 25      "Only been here since April. No comment."



Resp. #

Question

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016

"I really can't think of anything other than I'm glad they have all this extra money now. Maybe they'll be able to advertise more now. The state should do something for resort owners."

TABLE A-2

VERBATIM COMMENTS: SUGGESTIONS FOR SERVING THE  
INFORMATION NEEDS OF TOURISTS WITHIN MINNESOTA

<u>Resp. #</u>	<u>Question: Do you have any other comments or suggestions to make regarding serving the information needs of tourists within the State of Minnesota.</u>
01	"First, think we need a uniform sign that can be used by everybody. The tourist has to know how to get to the resorts. There's too many that drive around for hours looking for some specific location. We aren't even allowed to have the Chamber of Commerce sign up."
02	"Not really. No, that's about the most important."
03	(No Answer)
04	"The state should get involved in more information booths about the state and they could franchise booths in strategic locations about the state."
05	"Not really. I sat on the Committee already."
06	"The distances from one rest stop to another would help. Also, distances to the next facilities. Thinking of gasoline in particular. Also lodging."
07	"I think it's pretty well covered unless more support for the ones in their own area. By that I mean more support from the state with the areas."
08	"No, I don't unless we talk about Air Travel. Air travel is being regulated out of business for private airstrips." "We have to work with the Department of Transportation and that can be very frustrating. They need a good customer relations service. Could be improved. That's about it."
09	"No comments."
10	"The possibility of a model that has been set up in Iowa that is a state computerized system. The computer puts an output of road information around the state of Iowa and trees of the events for the day or week. This can be done and gives out all kinds of information for the traveler. Most people aren't aware that there's a law that says slot signs can be put up 300 ft. from exits of resorts, etc. For instance you turn off the road and could have a signs 300 ft. and have all the resorts listed. This would cost county 25% and the state 75%. This would be a great deal of help."

<u>Resp. #</u>	<u>Question</u>
11	"Everything you mentioned is very important but the cost of it must be very high because of vandalism."
12	"if there were some ways they could let you know about detours before you get to them."
13	"No, guess not."
14	"Some of the local communities should work at it a little more to attract the tourist off the highway into their community. The state and local effort should and could have a seminar with employees for hospitality for tourists. I'm talking about employees and not employers."
15	"More money and we'll do a better job."
16	"I feel the highway department should warn on a detour far enough ahead of time so we could detour on our own. Especially on a major highway."
17	"I'm familiar why you're doing the study. It has to do with the Vermont Law and I think this is great if it will allow business to purchase their own signs and keep them up it will help tourists know where they're going."
18	"The tourism request in the Chamber's office has become more frequent as of late. (Billboards) That has something to do with it but hard to evaluate first, why."
19	"Well, I think the telephone information center sounds super. I believe this would help a great deal. Also, the C.B. channel. This sounds great and I believe it would be very effective. No, those two and the others you mentioned would help the tourism a great deal."
20	"Interstate 35 - signs, one gas and food and lodging. East and West I90 does not have a lodging sign, just food and gas and hospital. Hospital sign does not tell you how to get there."
21	"Signs indicating call numbers for the radio for information."

<u>Resp. #</u>	<u>Question</u>
22	"Color-coded signing that would be uniform all over the state. I feel our distance signs are very deceiving. There should be more of them but they should be on a major highway. For example, off of 494 in the Twin Cities it has a sign 'Albert Lea' but fails to mention Northfield, Farmington and many others. This is deceiving. The signs should be uniform with the up-coming city mentioned."
23	"There's a sign that is marked that's confusing the tourist. It's a guide to credited camp. For-got the initials. Believe there's a large K in there. People stop in and ask about it. They want to know what it's suppose to stand for."
24	"I'm glad they're interested enough to make this survey."
25	"This is a good idea. This study I mean. I hope the right people take notice of it."
26	"I don't think we need any eating places at the tourist centers. What they're building is beautiful and we need more of them."
27	"No comments."
28	"I believe Minnesota should follow the example of many states and use the same alternate number as the interstate or bypass uses in the city. For example, if a town comes up and is off say Interstate 90, they should have Business 90 going through the town so a stranger would know that if he stayed on that Business 90 he would get back on the main highway or to an exit. I guess that's about it."
29	"None, except we would like our name on the interstate highway signs. We feel our community deserves some consideration. We have four industries here and many tourists."
30	(No Answer)

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MARKETING DECISIONS, INC.

## TOURISM STUDY

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Respondent: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

INTERVIEWER: \_\_\_\_\_

- 
- 1) Is your Chamber of Commerce office involved in distribution of information to tourists regarding travel in your area?

☐ Yes - ASK Q.#2  
☐ No - SKIP TO Q. #3

- 2) What kinds of tourist information materials do you distribute?  
(READ LIST - CHECK ALL THAT APPLY)

☐ Brochures and pamphlets  
☐ State highway maps  
☐ Hotel/motel/resort location guides  
☐ Regional tourist maps  
☐ Other (SPECIFY): \_\_\_\_\_

- 3) One of the regulations of the Federal Highway Beautification Act is to call for removal of nonconforming billboards on state and interstate highways. About how many of the billboards in your area have been removed because of this Act. Would you say all of them, most of them, some of them, or none of them?

☐ All of them  
☐ Most of them  
☐ Some of them  
☐ None of them  
☐ Don't know (AVOID)

- 4) Would you say the removal of the billboards has caused an increase in the requests from tourists for information from your Chamber of Commerce bureau?

☐ Yes  
☐ No  
☐ No effect at all  
☐ Don't know

- 5) Considering all the kinds of information which highway billboards may have supplied to Minnesota tourists, which absence of information is most frequently causing problems for the tourists you encounter, if any? (READ LIST)

☐ Specific names of facilities available  
☐ Descriptions of the kinds of facilities available  
☐ Distance to facility  
☐ Directions to facility  
☐ Identification of highway turnoffs to facility  
☐ Other (SPECIFY): \_\_\_\_\_

---

- 6) Which kinds of tourism facilities do visitors to your area most frequently have trouble locating, in the absence of highway billboard advertising (READ LIST).

☐ Hotels and motels  
☐ Resorts, lodges and campgrounds  
☐ Gasoline service stations  
☐ Parks and recreation areas  
☐ Museums and historical sites  
☐ None  
☐ Other (SPECIFY): \_\_\_\_\_

---

- 7a) How would you rate Minnesota state government programs for tourist information. Would you say that the information now available to help tourists travel about the State of Minnesota is Excellent, Good, Fair, or Poor?

☐ Excellent  
☐ Good  
☐ Fair  
☐ Poor  
☐ Don't know (AVOID)

7b) Why do you feel that way?

---

8) How do you feel about the quality of road signing in general, in Minnesota? Would you say it's Excellent, Good, Fair, or Poor?

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Don't know (AVOID)

9) What kind of effect do you feel Minnesota's road signing has on tourist informational needs. Would you say the quality of Minnesota's road signing creates additional tourist information needs, helps to reduce tourist information needs, or has no effect at all on tourist information needs?

- ☐ Creates additional tourist information needs
- ☐ Helps reduce tourist information needs
- ☐ No affect
- ☐ Don't know

10) At present, Minnesota has directional signing that complies with Federal law. It consists of signs designating "gas -food-lodging-resorts-or camping", with either directions to take the next exit or directional arrows. How adequate is this type of signing to provide directional information to tourists? Would you say it is: (READ LIST)

- ☐ Very adequate
- ☐ Somewhat inadequate
- ☐ Not at all adequate
- ☐ Don't know (AVOID)



- 11) If Minnesota were to implement a more comprehensive tourist information directional signing program, what kinds of information do you feel would be most important to include on such signs (READ CHOICES)

- ☐ Names of facilities  
☐ Kinds of services available at a specific place  
☐ Mileage to facility  
☐ Arrows showing direction of travel to facility  
☐ Other (SPECIFY): \_\_\_\_\_
- 

- 12) Are you familiar with the symbols that have been developed by the U.S. government for use on directional signs to depict the presence of food, gas, lodging and other kinds of tourism facilities?

- ☐ Yes  
☐ No (SKIP TO Q. #14)

- 13) How important do you consider the use of such symbols, on directional signing in Minnesota? Do you feel it would be very important, somewhat important, or not at all important, to include such symbols?

- ☐ Very important  
☐ Somewhat important  
☐ Not at all important

- 14) I am going to read you a list of possible ways to make it easier to locate places of interest in Minnesota. I'd like to know how effective you think each would be, in meeting the information needs of Minnesota tourists, in view of the absence of highway advertising. For each, please tell me whether you think it would be very effective, somewhat effective, or not at all effective.

	<u>Very Effective</u>	<u>Somewhat Effective</u>	<u>Not at all Effective</u>	<u>Don't Know</u>	<u>Q.15 Importance</u>
More roadsigns giving specific directions to towns	( )	( )	( )	( )	_____
More roadsigns giving distances to towns or cities	( )	( )	( )	( )	_____

- continued)

	<u>Very Effective</u>	<u>Somewhat Effective</u>	<u>Not at all Effective</u>	<u>Don't Know</u>	<u>Q.15 Importance</u>
State-owned standard roadsigns listing up- coming services by name (such as Standard gas, Holiday Inn, etc)	( )	( )	( )	( )	_____
More roadsigns identifying the roads tourists are traveling on by route number	( )	( )	( )	( )	_____
More roadsigns giving directions to each specific state park	( )	( )	( )	( )	_____
More readily available state highway maps	( )	( )	( )	( )	_____
More manned tourist information centers	( )	( )	( )	( )	_____
More brochures and pam- phlets available through the mail for pre-trip planning	( )	( )	( )	( )	_____
Regional hotel/motel resort locations guides published by the state	( )	( )	( )	( )	_____
Sign. bays or plazas located at wayside rests	( )	( )	( )	( )	_____
Inexpensive maps showing locations of tourist faci- lities and attractions in individual regions of the state	( )	( )	( )	( )	_____
A telephone information system with a toll-free number tourist could call 24 hours a day for specific travel information	( )	( )	( )	( )	_____
A CB radio tourist infor- mation channel and service	( )	( )	( )	( )	_____

- 15) Reviewing the subjects covered in the previous question, please tell me how important you feel each of these factors would be in providing better information for tourists. Please indicate the number "1" for those you feel are very important, "2" for somewhat important, and "3" for not at all important (READ LIST IN Q. #14 AGAIN).
- 16) Do you have any other comments or suggestions to make regarding serving the information needs of tourists within the State of Minnesota. Any others? (PROBE UNTIL UNPRODUCTIVE)
- 

---

THANK YOU FOR TALKING WITH ME TODAY.

REPORT 3

QUANTITATIVE STUDY :

TELEPHONE SURVEY  
OF RESORT OPERATORS

STUDY OF INFORMATIONAL NEEDS  
OF TOURISTS IN MINNESOTA



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## INTRODUCTION

This report presents the findings of a quantitative survey conducted among resort operators for the Minnesota Department of Transportation in November 1978.

### Objectives

The overall purpose of this study was to determine resort operators' perceptions of the magnitude and character of tourist information problems in Minnesota. Specific objectives were:

- to identify attitudes toward the adequacy and effectiveness of tourist information aids currently provided by the state.
- to determine perceptions of the impact of highway billboard removal resulting from beautification laws.
- to identify preferences in information sources for Minnesota tourists and travelers.
- to identify the type of signing considered most useful and acceptable in helping tourists find travel destinations.



## Methodology

A total of 100 telephone interviews were conducted among resort operators dispersed geographically throughout the state, representing the range of large, intermediate and small facilities. The names of resort owners were systematically selected from a list provided by the state. Each resort operator had the same probability of being selected. Thus, the sample base is projectable.

The study design involved a combination mail and telephone survey. Respondents agreed to participate by phone and were then sent a set of materials in a sealed envelope with instructions not to open until the follow-up telephone interview. In the envelope were layouts of four alternate signing types. Examples of these types are provided in the appendix of this report.

Interviews were conducted approximately a week after the initial screening calls. A copy of the survey questionnaire is provided in the last section of this report.

Also, provided in the Appendix are respondents' verbatim comments to all open-ended questions asked in the survey, and a roster of resort operators interviewed.

## HIGHLIGHTS OF THE FINDINGS

This section provides an overview of the findings, which are discussed and illuminated by tables in the body of the reports.

1. Overall, respondents would like to see improved state efforts in providing travel information to tourists. Only two in five resort operators surveyed gave a positive rating to the state's current tourist information program. Most said it is fair (34%) or poor (18%).

2. The survey found few resort operators (one-fifth or less) distribute state highway maps or regional tourist maps, possibly due to unavailability.

Significantly, the vast majority of respondents (87%) feel that more readily available state highway maps and inexpensive regional maps that highlight tourist facilities and attractions (72%), are needed and would be very effective informational aids to have.

3. Resort operators also frequently mentioned the following as very effective ways to meet tourists' needs:

- A. Implementing a 24-hour telephone information system with a toll-free number (67%);
- B. Having more road signs giving specific directions to towns (65%) and;
- C. Installing sign bays or plazas at wayside rests (62%).

4. Resort operators indicate the removal of billboards under the Federal Highway Beautification Act has had a negative impact on tourist travel, making it more difficult to find destinations.

Over three quarters of the respondents own resorts in areas where billboards have been removed, and a significant number, 43 percent, believe the removal has caused an increase in tourists' requests for travel information.

5. The lack of sign information causing frequent problems for tourists concerns directions to facilities (64%) and specific names of facilities available (53%), according to the majority of resort operators surveyed.

A third of the respondents (32%), additionally, said lack of information regarding distance to facilities is a problem.

Furthermore, resorts, lodges and campgrounds are by far considered the most difficult places to locate (69%), in the absence of billboard advertising, rather than hotels or motels (20%), parks or recreation areas (18%), and other facilities or attractions.

6. The general quality of present road signing in Minnesota is considered good by the majority of respondents (59%), however, a significant number (37%) believe it creates additional tourist informational needs rather than helps reduce those needs.

Moreover, the majority of respondents (51%) said Minnesota's federally-regulated directional signing is not adequate. This refers to signs designating gas, food, lodging, resorts, or camping facilities with either an instruction to take the next exit, or directional arrows.

7. Half or more of the resort operators expressed a desire for specific information on directional signs, to include at least mileage to facility (56%) or name of facility (50%). Nearly half also prefer arrows showing directions of travel to facilities (47%) and information about the kinds of service available (45%).

8. Nearly a quarter of respondents (23%) were not familiar with the symbols developed by the U.S. government for use on directional signs to indicate food, gas, lodging and other facilities. Eleven percent of the respondents considered signs with such symbols not at all important. One-third (36%) considered them somewhat important, but less than a third considered them very important (30%).

9. By a wide margin, respondents selected sign clusters (48%) and present sign types (32%) as most useful and acceptable, rather than single signs (6%) or logos (3%). (See examples in the Appendix.)

# TOURIST INFORMATION MATERIALS DISTRIBUTED

To promote, identify, or provide directions to their facilities, resort operators primarily distribute their own brochures and pamphlets. Few respondents reported distributing highway or regional maps.

As Table 1 shows: 60 percent of the resort operators surveyed provide tourists brochures and pamphlets. State highway maps and regional tourist maps, however, are distributed by less than one-fifth of the resort operators (18 percent and 11 percent, respectively).

TABLE 1  
TYPES OF TOURIST INFORMATION MATERIALS  
DISTRIBUTED BY RESORT OPERATOR

	<u>% of Resort Operators</u> <u>(N-100)</u>
<u>Materials:</u>	
Brochures/Pamphlets	60%
State Highway Maps	18
Regional Tourist Maps	11
All Other Mentions	61

# EXTENT OF HIGHWAY BILLBOARD REMOVAL

The majority of resort operators, three of every five surveyed (60 percent), said that all or most of the non-conforming billboards on state and interstate highways in their areas have been removed because of the Federal Highway Beautification Act. Seventeen percent (17%) of the respondents said some have been removed; only 14% said none have been removed.

TABLE 2  
EXTENT OF REMOVAL OF NON-CONFORMING  
BILLBOARDS ON HIGHWAYS IN AREA

	<u>% of Resort Operators</u> <u>(N=100)</u>
<u>Response:</u>	
All Have Been Removed	14%
Most Have Been Removed	46
Some Have Been Removed	17
None Have Been Removed	14
Don't Know	9

# EFFECT OF BILLBOARD REMOVAL ON TOURIST INFORMATION NEEDS

## Travel Information Requests

A significant percentage of resort operators believe there has been an increase in tourists' requests for travel information as a result of the removal of highway billboards. Forty-three percent (43%) said this, compared to 37% who believe there has not been an increase. Twenty percent (20%) reported they did not know whether there has been an increase or not.

TABLE 3

### INCIDENCE OF INCREASE IN TOURISTS' TRAVEL INFORMATION REQUESTS AS A RESULT OF HIGHWAY BILLBOARD REMOVAL

	<u>% of Resort Operators</u> (N=100)
<u>Response:</u>	
Yes, there has been an increase in tourists' requests for travel information.	43%
No, there has not been an increase in tourists' travel information requests/the removal has had no effect at all.	37
Don't Know	20

### Absence of Important Information

The majority of resort operators said the absence of two types of information previously contained on highway billboards is frequently causing problems for tourists. They are: (1) directions to facilities, and (2) the specific names of facilities available in the area. As Table 4 shows, nearly two-thirds of the respondents (64%) mentioned the former and over half (53%) the latter. One-third or less of the respondents believed the lack of information on highway signing regarding distance to facilities (32%), identification of highway turnoffs to facilities (23%), and descriptions of the kinds of facilities available (17%), is causing problems for tourists.

TABLE 4

#### TYPE OF INFORMATION ON HIGHWAY BILLBOARDS WHOSE REMOVAL HAS CAUSED PROBLEMS FOR TOURISTS

<u>Type of Information:</u>	<u>% of Resort Operators (N=100)</u>
Directions to Facility	64%
Specific Names of Facilities Available	53
Distance to Facility	32
Identification of Highway Turnoffs to Facility	23
Descriptions of the Kinds of Facilities Available	17
All Other Mentions	11

### Facilities Difficult to Locate

A large percentage of respondents (69%) said resorts, lodges and campgrounds were the type of facilities visitors in their areas have the most trouble locating, in the absence of highway advertising. Fewer respondents said hotels or motels and parks or recreation areas were difficult to locate (20% and 18%, respectively). Gasoline service stations and museums or historical sites were thought difficult to locate by 9 percent and 11 percent, respectively.

TABLE 5

TOURISM FACILITIES IN AREA VISITORS  
HAVE MOST TROUBLE LOCATING IN ABSENCE OF  
HIGHWAY BILLBOARD ADVERTISING

	<u>% of Resort Operators</u> (N=100)
<u>Tourism Facility:</u>	
Resorts, Lodges and Campgrounds	69%
Hotels and Motels	20
Parks and Recreation Areas	18
Museums and Historical Sites	11
Gasoline Service Stations	9
None	10
Other Mentions	16



EVALUATION OF STATE-PROVIDED  
INFORMATION SOURCES' EFFECTIVENESS

Overall Rating

Only two of every five resort operators interviewed gave a positive rating to the current state tourist information programs. Table 6 shows the following: 41 percent of the resort operators said the information now available to help tourists travel about the state is excellent (6%) or good (35%). The majority of respondents (52%), however, rated this information as being fair (34%) or poor (18%).

TABLE 6  
OVERALL RATINGS OF TOURIST TRAVEL INFORMATION  
AVAILABLE FROM THE STATE OF MINNESOTA

	<u>% of Resort Operators</u> <u>(N=100)</u>
<u>Rating:</u>	
Excellent	6%
Good	35
Fair	34
Poor	18
Don't Know	7

NOTE: Respondents' verbatim comments regarding their feelings about the type of information now available to help tourists travel in Minnesota are provided in the Appendix.

Effects of Road Signing Quality

Most resort operators considered the general quality of road signing in Minnesota to be excellent or good. As shown in Table 7, 59 percent of respondents gave the quality of road signing in Minnesota a positive rating. It was rated fair by 21 percent, and poor by 20 percent.

TABLE 7  
RATINGS OF THE GENERAL QUALITY  
OF ROAD SIGNING IN MINNESOTA

	<u>% of Resort Operators</u> <u>(N=100)</u>
<u>Rating:</u>	
Excellent	6%
Good	53
Fair	21
Poor	20

Generally, resort operators were divided in opinion as to whether the quality of Minnesota's road signing creates additional tourist information needs. Significantly, more than one-third of the respondents (37%) said it does cause problems. However, 44 percent indicated the opposite: that the quality of the state's road signing helps reduce tourist information needs. Twelve percent (12%) believe it has neither a positive nor negative effect.

TABLE 8  
EFFECTS OF THE QUALITY OF MINNESOTA'S  
ROAD SIGNING ON MEETING TOURIST INFORMATIONAL NEEDS

	<u>% of Resort Operators</u> <u>(N=100)</u>
<u>Effect of Present Road Signing:</u>	
Creates Additional Tourist Informational Needs	37%
Helps Reduce Tourist Information Needs	44
Has No Effect At All	12
Don't Know	7

### Adequacy of Federally-Regulated Directional Signing

The majority of resort operators felt Minnesota's directional signing that complies with federal law is not adequate in providing tourists information. This refers to signs designating gas, food, lodging, resorts, or camping facilities with either an instruction to take the next exit or directional arrows.

Although about one-third of the respondents (32%) felt these signs were very adequate, over half (51%) said they were somewhat inadequate and 14 percent said not at all adequate.

TABLE 9

#### ADEQUACY OF FEDERALLY-REGULATED DIRECTIONAL SIGNING IN MINNESOTA IN PROVIDING INFORMATION TO TOURISTS

	<u>% of Resort Operators</u> (N=100)
<u>Response:</u>	
Very Adequate	32%
Somewhat Inadequate	51
Not At All Adequate	14
Don't Know	3

PREFERENCES FOR ROAD SIGN TRAVEL INFORMATION

Types of Information Preferred

Resort operators considered all the following kinds of information important to have on directional signs in order to achieve a more comprehensive tourist information program in Minnesota: mileage to facility (56%); names of facilities (50%); arrows showing direction of travel to facility (47%), and kinds of services available at a specific place (45%).

TABLE 10

TYPES OF INFORMATION PREFERRED  
ON SIGNS FOR A MORE COMPREHENSIVE  
DIRECTIONAL SIGNING PROGRAM IN MINNESOTA

	<u>% of Resort Operators</u> (N=100)
<u>Type of Signing information Preferred:</u>	
Mileage to Facility	56%
Names of Facilities	50
Arrows Showing Direction of Travel to Facility	47
Kinds of Service Available at a Specific Place	45
Other Mentions	4

### Familiarity with Government-Developed Symbols

Although three-fourths of the respondents (77%) said they are familiar with symbols developed by the U.S. government for use on directional signs to indicate food, gas, lodging and other kinds of tourism facilities, it is significant that 23 percent of the respondents (about one in four interviewed) are not familiar with the symbols.

TABLE 11

#### FAMILIARITY WITH U.S. GOVERNMENT- DEVELOPED SYMBOLS USED ON DIRECTIONAL SIGNS

	<u>% of Resort Operators</u> (N=100)
<u>Response:</u>	
Yes, Familiar with Symbols	77%
No, Not Familiar with Symbols	23

Of all respondents surveyed, less than one-third (30%) considered very important, the use of government developed symbols on directional signing in Minnesota. About the same proportion of respondents (36%) said symbols are somewhat important. Eleven percent (11%), however, said not at all important, and as reported, the remaining 23 percent were not familiar with the symbols.

TABLE 12

IMPORTANCE OF U.S. GOVERNMENT DEVELOPED  
SYMBOLS ON MINNESOTA'S DIRECTIONAL SIGNING

	<u>% of Resort Operators</u> (N=100)
<u>Stated Degree of Importance:</u>	
Very Important	30%
Somewhat Important	36
Not At All Important	11

REACTIONS TO POSSIBLE WAYS TO FACILITATE  
TOURIST TRAVEL IN MINNESOTA

As shown in Table 13 and Table 14, the vast majority of respondents said that providing more readily available state highway maps is both a very effective (87%) and important (88%) way to meet the information needs of Minnesota tourists.

A large proportion of respondents also believed distributing inexpensive regional maps which show locations of tourist facilities is important (68%) and would be very effective (72%).

Other suggestions mentioned frequently as very effective ways to meet tourists' needs were: a telephone information system with a toll-free number tourists could call 24 hours a day for specific travel information (67%); more road signs giving specific directions to towns (65%), and sign bays or plazas located at wayside (62%).

The complete range of response to these and other types of improvements are shown in tables 13 and 14 on the following pages.



TABLE 13

EFFECTIVENESS OF POSSIBLE WAYS TO  
MAKE IT EASIER FOR TOURISTS TO LOCATE  
PLACES OF INTEREST IN MINNESOTA

	<u>% of Resort Operators (N=100)</u>			
	<u>Stated Degree of Effectiveness</u>			
<u>Statement:</u>	<u>Very Effective</u>	<u>Somewhat Effective</u>	<u>Not At All Effective</u>	<u>Don't Know</u>
More road signs giving specific directions to towns	65%	24%	10%	1%
More road signs giving distances to towns or cities	58	30	12	-
State-owned standard roadsigns listing upcoming services by name (such as Standard gas, Holiday Inn, etc.)	54	22	22	2
More roadsigns identifying the roads tourists are traveling on by route number	47	26	23	4
More road signs giving directions to each specific state park	53	26	14	7
More readily available state highway maps	87	8	5	-
More manned tourist information centers	49	28	16	7
More brochures and pamphlets available through the mail for pre-trip planning	59	20	16	5
Regional hotel/motel resort locations guides published by the state	55	24	19	2
Sign bays or plazas located at wayside	62	24	10	4

TABLE 13

EFFECTIVENESS OF POSSIBLE WAYS TO  
MAKE IT EASIER FOR TOURISTS TO LOCATE  
PLACES OF INTEREST IN MINNESOTA  
(Continued)

% of Resort Operators (N=100)

Stated Degree of Effectiveness

	<u>Very Effective</u>	<u>Somewhat Effective</u>	<u>Not At All Effective</u>	<u>Don't Know</u>
--	---------------------------	-------------------------------	---------------------------------	-----------------------

Statement:

Inexpensive maps showing locations of tourist facilities and attractions in individual regions of the state	72	16	8	4
A telephone information system with a toll-free number tourist could call 24 hours a day for specific travel information	67	23	7	3
A CB radio tourist information channel and service	33	38	23	6

TABLE 14  
IMPORTANCE OF FACTORS IN  
PROVIDING BETTER INFORMATION TO TOURISTS

	<u>% of Resort Operators (N=100)</u>			
	<u>Stated Degree of Importance</u>			
<u>Statement:</u>	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not At All Important</u>	<u>Don't Know</u>
More road signs giving specific directions to towns	64%	26%	9%	1%
More roadsigns giving distances to towns or cities	55	32	13	-
State-owned standard roadsigns listing upcoming services by name (such as Standard gas, Holiday Inn, etc.)	56	22	20	2
More road signs identifying the road tourists are traveling on by route number	44	29	24	3
More road signs giving directions to each specific state park	51	29	20	-
More readily available state highway maps	88	8	4	-
More manned tourist information centers	50	33	17	-
More brochures and pamphlets available through the mail for pre-trip planning	54	29	15	3
Regional hotel/motel resort locations guides published by the state	54	27	18	1
Sign bays or plazas located at wayside rests	62	24	12	2

TABLE 14  
IMPORTANCE OF FACTORS IN  
PROVIDING BETTER INFORMATION TO TOURISTS  
 (Continued)

<u>% of Resort Operators (N=100)</u>				
<u>Stated Degree of Importance</u>				
	<u>Very</u> <u>Important</u>	<u>Somewhat</u> <u>Important</u>	<u>Not At All</u> <u>Important</u>	<u>Don't</u> <u>Know</u>
<u>Statement:</u>				
Inexpensive maps showing locations of tourist facilities and attractions in individual regions of the state	68	22	9	1
A telephone information system with a toll-free number tourists could call 24 hours a day for specific travel information	56	31	12	1
A CB radio tourist information channel and service	31	40	28	1

### EVALUATION OF ALTERNATE SIGNING TYPES

Respondents evaluated four signing exhibits by choosing the one they felt would be most useful and acceptable in helping tourists find travel destinations. The exhibits are shown in the Appendix.

Sign clusters and present sign types were preferred rather than single signs or logos. As displayed in Table 15, nearly half the respondents chose sign clusters and one-third chose present sign types. Six percent or less mentioned single signs or logos.

TABLE 15

TYPE OF SIGN CONSIDERED MOST USEFUL  
AND ACCEPTABLE IN HELPING  
TOURISTS FIND TRAVEL DESTINATIONS

	<u>% of Resort Operators</u> (N=100)
<u>Type of Sign:</u>	
Sign Cluster	48%
Present Sign Types	32
Single Signs	6
Logos	3
Don't Know	7
Combination of Two Types	4

NOTE: Refer to the Appendix for verbatim comments on each of the sign types exhibited.

## APPENDIX

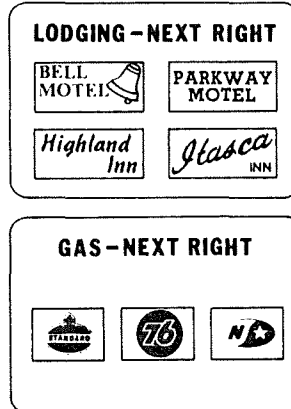


## SIGNING EXHIBITS

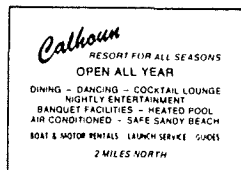
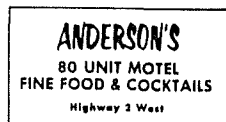
### R Logos



### S Sign cluster



### T Single signs



### U Present sign types





Figure 1

Sheng, P., 1999. *Journal of Agricultural Science*, 133, 1-10.

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1. <http://www.fishbase.org>

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continued on p. 42

Fig. 2. *Staphylococcus aureus* ATCC 29213.

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LIST OF RESPONDENTS INTERVIEWED

Figure 1

1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

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2. *Explain the importance of the following factors in the selection of a site for a new business: (a) Location, (b) Proximity to customers, (c) Proximity to suppliers, (d) Proximity to competitors, (e) Proximity to public transport, (f) Proximity to parking facilities, (g) Proximity to other businesses, (h) Proximity to residential areas, (i) Proximity to schools, (j) Proximity to hospitals, (k) Proximity to government offices, (l) Proximity to religious institutions, (m) Proximity to cultural institutions, (n) Proximity to entertainment venues, (o) Proximity to sports facilities, (p) Proximity to shopping centers, (q) Proximity to business districts, (r) Proximity to industrial areas, (s) Proximity to transportation hubs, (t) Proximity to major roads, (u) Proximity to public utilities, (v) Proximity to waste disposal facilities, (w) Proximity to fire stations, (x) Proximity to police stations, (y) Proximity to courts, (z) Proximity to government offices.*

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doi:10.1017/S0022292414000104

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doi:10.1017/S0022292412001697

*Journal of Management Education* 36(7)p.809-824

MN Tourist Needs - #80-147 (100 interviews)

Thomas J. Mueller  
Wilderness Lodge  
Star Route  
Isle, MN 56342 (20)  
612-684-2231

Jane Stuart  
Concord Motel  
Concord Properties  
71 S. 11th St.  
Mpls., MN 55403 (250)  
612-332-1481

David Matske  
Howard Johnson Motor Lodge  
7801 Normandale  
Bloomington, MN 55435 (440)  
612-835-7400

Patricia Gill  
Rand Hotel  
618 Hennepin  
Mpls., MN 55403  
612-332-9939 (50)

D. Anderson  
Wheaton Motel  
Highway 75  
Wheaton, MN 56296  
612-563-8236 (60)

Dean Baar  
Morningside Motel  
Box 209-Rt 3  
Frazee, MN 56544  
218-334-5021 (36)

Paul E. Dirks  
R & D Resort  
Rte 2 - Straight Lake  
Park Rapids, MN 56470  
218-573-3182 (61)

Joe Chounard  
Summer Haven Resort  
Rochet, MN 56578  
218-847-8871 (23)

Dee Hermann  
White Pine Resort  
Itasca Star Route  
Park Rapids, MN 56470  
218-732-4973 (40)

Lloyd K. Clayton  
Blackduck Lake Resort  
RR - Blackduck Lake  
Hines, MN 56647  
218-835-4281 (28)

Charles W. Conway  
Conways Sandybeach Resort  
RR 4, Box 300  
Bemidji, MN 56601  
218-335-8894 (58)

Winton J. Hazelton  
Hazeltons Big Lake Resort  
Box 262-Rte 4  
Bemidji, MN 56601  
218-751-2439 (30)

Helen Kohl  
Kohl's Last Resort Inc.  
Rte. 5 Box 247  
Bemidji, MN 56601  
218-586-2251 (114)

Cormorant Inn  
Merle Myer  
Rt 1  
Audubon, MN 56511  
(218) 439 6900 (70)

Wendell H. Bushong  
Straight Arrow Resort  
Rt 2, Cass Lake  
Cass Lake, MN 56633  
218-335-2422 (32)

Kermit Bjerke  
Wolf Lake Resort  
Rte.3, Box 231, Big Wolf Lake  
Bemidji, MN 56601  
218-751-5749 (86)

Carol Knoll  
Knolls Inc.  
Rte.1, Box 80, Big Stone Lake  
Ortonville, MN 56278  
612-839-3877 (22)

Mrs. Jacob Ramp  
Agency Bay Lodge  
Star Rte-Onigum Rd.  
Walker, MN 56484  
218-547-1755 (55)

Charles Ratz  
Camp Seclusion  
PO Box 57 Cooper Lake  
Longville, MN 56655  
218-363-2537 (20)

Hermanson's Resort  
Mrs. A. Hermanson  
Box 260-Rt2, Floyd Lk  
Detroit Lakes, MN 56501  
218-847-5588 (68)

Bill Weik  
Holiday House Motel  
Jct. 371 & 200  
Walker, MN 56484  
218-547-1367 (30)

Keith Dupre  
Mascot Resort & Lodge  
Webb Lake  
Hackensack, MN 56452  
218-682-2428 (100)

Ray Callaway  
Northland Lodge  
Inter Rte. Box  
Deer River, MN 56636  
218-246-8531 (60)

John Buscher  
Pine Ridge Resort  
Route 1  
Cass Lake, MN 56633  
218-335-6555 (40)

William E. Koch  
Shore Crest Resort  
Walker, MN 56484  
218-547-1715 (38)

Jack Eisenbrenner  
Twin Springs Resort  
Pleasant Lake  
Hackensack, MN 56452  
218-675-6630 (40)

Virginia Wang  
Silver Spike Motel  
Highway 10 East  
Dillworth, MN 56529  
218-287-2352 (100)

Kathryn Freid  
Hotel Frederik  
828 4th Ave., Box 96  
Windom, MN 56101  
507-831-2847 (68)

Lloyd A. Lindquist  
Edgewater Resort  
Box 95  
Crosslake, MN 56442  
218-692-3761 (75)

Lake Air Motel  
Mrs. Wischaak  
616 W. Lake Dr.  
Detroit Lakes, MN 56501  
218-847-7334 (22)

K. R. Herbst  
Sikaren Resort  
Box 358  
Nisswa, MN 56468  
218-963-2478 (58)

Helen Donovan  
Upper Hay Hide-a-Way Resprt  
Upper Hay Lake  
Pequot Lakes, MN 56472  
218-568-4872 (32)

Lois Batesole  
Alexandria Motor Hotel  
120 Lincoln W.  
Alexandria, MN 56308  
612-763-6614 (110)

Mrs. Robert W. Blanchard  
Pinesprings Resort  
Rt 2 Straight Lake  
Park Rapids, MN 56470  
218-573-3971 (30)

Lillian Vorderbruggen  
Homme Dieu Motel  
Highway 29 North  
Alexandria, MN 56308  
612-763-5133 (22)

Linda Droppo  
Lazy Day Villa  
RR 5, Box 359  
Alexandria, MN 56308  
612-846-2008 (22)

Philip Crandall  
Orono Resort  
Box 436-Rte 5  
Alexandria, MN 56308  
612-846-2861 (42)

Bob & Sandy Fagen  
Sun Valley Resort  
Box 240-Rte 3, Mill Lake  
Alexandria, MN 56308  
612-886-5417 (60)

Joseph W. Wood  
Westwood Beach Resort  
Rte 1, Big Chippewa Lake  
Brandon, MN 56315  
612-524-2221 (30)

Mrs. Anderson  
Sterling Motel, Inc.  
955 E. 7th Street  
Red Wing, MN 55066  
612-388-3568 (125)

Lee Wahlborg  
Rustie Resort  
Rt3 - Long Lake  
Detroit Lakes, MN 56501  
218-847-7341 (42)

Erland Alto  
Breezey Pines Resort  
Rte 1, E-Middle Crooked Lks.  
Nevis, MN 56467  
218-652-4286 (24)

Ann & W.E. Nortz  
Edgewater Motel  
Hwy 34 E Fish Hook River  
Park Rapids, MN 56470  
218-732-3304 (34)

Lewis L. Neiman  
Home Bay Camp Resort  
RR 3, Box 150 L. Bottle Lake  
Park Rapids, MN 56470  
218-732-4753 (50)

Delwin Berghuis  
Sunset Lodge  
Niawa Star Rt. Potato Lake  
Park Rapids, MN 56470  
218-732-4671 (56)

Joseph P. Kilian  
Arcadia Resort  
Box 38, Turtle Lake  
Marcell, MN 56657  
218-832-3852 (60)

Norman Huss  
Blue Haven Resort  
Rte 1, Box 158, Moose Lake  
Deer River, MN 56636  
218-246-8605 (40)

Fishermans Village Resort  
Patricia Kraft  
Round Lake  
Squaw Lake, MN 56681  
218-659-3375 (35)

Boyce M. Carsella  
Hillcrest Resort  
Big Turtle Lake  
Bigfork, MN 56628  
218-832-3831 (60)

Elsie Westphal  
Whistling Pines Motel  
Box 236  
Osage, MN 56570  
218-573-3462 (23)

Lloyd Hahn  
Pinehurst Resort  
Box 107-Rte 1  
Deer River, MN 56636  
218-246-8606 (30)

Ted P. Morency  
Starlite Motel  
Box 45  
Cohasset, MN 55721  
218-328-5922 (20)

Edward Hurd  
Carls Resort  
RR 1, Nest Lake  
Spicer, MN 56288  
612-796-2775 (72)

Glenn & Elaine Strand  
Rambler Motel  
Hwy 52  
International Falls, MN 56649  
218-283-8454 (38)

Elsie Vanderbart  
Evergreen Resort  
Mitawan Lake  
Isabella, MN 55607  
218-293-4312 (40)

Ken Skoog  
Whispering Pines Motel  
Silver Bay  
Illgen City, MN 55614  
218-226-4712 (40)

Gordon Sorenson  
Lakewood Hotel  
Hwy 11  
Williams, MN 56686  
218-783-5950 (25)

Joe Clarke  
Clarkes Cabins & Cpground  
Box 97, Rt 1, Hwy 60  
Elysian, MN 56028  
507-267-4598 (40)

George Bussing  
Wise Stop Resort  
RR 1  
Cleveland, MN 56017  
507-931-1843 (42)

Jim C. Buy  
Elkhorn Resort & Cpground  
South Twin Lake  
Waubun, MN 56589  
218-935-5437 (32)

Mrs. Ed Kuehne  
Adrian Motel  
Adrian, MN 56110  
507-483-2075 (30)

Kathy Bechel  
Flamingo Motel  
13-13½ St. N.W.  
Rocheste,r MN 55901  
507-289-1835 (74)

Roy Schroeder  
Ray Mar Motel  
1416 2nd St. SW  
Rochester, MN 55901  
507-282-7468

Mrs. Knutson  
Cross Point Resort  
Box 338-Rte 3, Lake Like  
Pelican Rapids, MN 56573  
218-863-8593 (75)

Paul Herman  
Falls Motel  
Old Highway 210W  
Fergus Falls, MN 56537  
2k8-736-5401 (55)

Mrs. John D. Leick  
Leick's Resort & Cafe  
Rte 1-Franklin Lake  
Vergas, MN 56587  
218-853-8253 (30)

Hughie Simmons  
Middle Leaf Resort  
RR 2 - Leaf Lake  
Henning, MN 56551  
218-583-2749 (44)

Roy L. Droiullard  
Vacationland Resort  
Rte 2, Ottertail Lake  
Battle Lake, MN 56515  
218-864-5826 (42)

Robert Narveson  
Woodlawn Resort  
Rte 2, Blanche Lake  
Battle Lake, MN 56515  
218-864-5389 (60)

George Host  
Evergreen Motel  
Highway 61 North  
Hinkley, MN 55037  
612-384-6581 (44)

Don & Rose Weber  
Rainbow Motel  
422 Jackson Avenue  
Crookston, MN 56716 (41)

Mary Peters  
Peters' Sunset Beach  
Rte 2, Minnewaska Lake  
Glenwood, MN 56334  
612-634-4501 (110)

Mrs. Roger Paskvan  
Clear Vue Resort  
Rt6 Box 177 Bemidji Lk  
Bemidji, MN 56601  
218-751-3077 (25)

C. Schirmers  
Chateau Bottineau Motel  
R. #3  
Red Lake Falls, MN 56750  
218-253-4144 (48)

Mrs. Walter Hillman  
Hotel Warren  
513 N. Main  
Warren, MN 56762  
218-742-3412 (50)

Emma Pucel  
Lakeland Motel  
1412 E. Camp  
Ely, MN 55731  
218-365-4821 (26)

Joe Messjed  
Marjo Motel  
Box 847  
Tower, MN 55790  
218-753-4851 (24)

Mrs. Votava  
Star Lite Motel  
Highway 10  
Dilworth, MN 56529  
218-287-2382 (38)

Carol Philips  
Travelon Motel  
Box 477, Hwy 10  
Moorhead, MN 56560  
218-233-1546 (33)

Harlow & B. Nelson  
Win-E-Mac Motel  
Jct. Hwys 2 & 59  
Erskine, MN 56535  
218-687-2415 (87)

H. & Florence Theisen  
Hillcrest Motel  
965 S. Main St.  
Sauk Centre, MN 56378  
612-352-2215 (65)

Gary Astelford  
Mick's Resort  
Route 2  
Osakis, MN 56360  
612-859-4548 (29)

Walter/Gladys Zuelow  
Terry Motel  
Highway 10  
Wadena, MN 56482  
218-631-1956 (24)

Mrs. Forrest Erickson  
Hollywood Motel  
I-94 & Highway 52 & 24  
Clearwater, MN 55320 (54)

Darrel Fenske  
Viking Jr. Motel  
Highway 212 W.  
Granite Falls, MN 56241 (23)

Delfield & Juanita Disney  
White City Resort  
Rte. 2 Fish Hook  
Park Rapids, MN 56470  
218-732-3028 (56)

Mrs. John Hook  
Hook's Horseshoe Lodge  
Rt 2  
Cass Lake, MN 56633  
218-335-8875 (54)

Grant Wood  
Royal Motel  
Hwy 2 West  
Bemidji, MN 56601  
218-751-2781 (38)

Ron Carpenter  
All Pine Inn Resort  
Morrison Lake  
Outing, MN 56662  
218-792-5141 (24)

Phillip Merwin  
Bridge Resort  
Box 65-Lake Roosevelt  
Outing, MN 56662  
218-792-5295 (26)



Ronald Jones  
Ron's Norway Lake Resort  
R.R. 60  
Pine River, MN 56479  
218-587-2629 (29)

Margaret Morris  
Bob's Cabins  
P.O.Box 36, Lake Superior  
Larsmont, MN 55610  
218-834-4583 (60)

Wallace Brown, Jr.  
Lake Edward Resort  
Star Rte-Box 466  
Merrifiend, MN 56465  
218-765-3419 (28)

Leonard A. Schreiber  
Viking Bay Resort  
RR #1  
Miltona, MN 56354  
218-943-2104 (50)

Norris H. Hokeness  
Bayside Resort  
Niawa Star Rte. Potato Lake  
Park Rapids, MN 56470  
218-732-3666 (55)

Dave Mattinen  
Tall Pines Resort  
83 Star Rt.  
Waubun, MN 56589  
218-734-2239 (40)

Daniel Myszkowski  
Elm Crest Motel  
107 E. Eau Claire  
Warren, MN 56762 (39)

Mrs. Ruth Hasey  
Cozy Cove Motel  
7676 Hudson Bl  
Lake Elmo, MN 55042  
612-739-9975 (30)

Wolds Holiday Motel, Inc.  
PO Box 75  
Thief River Falls, MN 56701  
218-681-4053 (71)

Eddie C. Bolte  
Manitou Hotel  
701 W. Main  
Luverne, MN 56156  
507-283-2381 (50)

VERBATIM COMMENTS



VERBATIM COMMENTS:

FEELINGS ABOUT THE TYPE OF INFORMATION NOW  
AVAILABLE TO HELP TOURISTS TRAVEL IN MINNESOTA

<u>Resp. #</u>	<u>For Those Who Said the Information is "Excellent"</u>
011	"There's so many interpretation centers. All the rest stops seem to have manned tourist information. They really give out a lot of help and information to travelers."
027	"I've done some traveling and have been very happy with the signing in Minnesota."
042	"I don't think we have too many people inquiring. I think they're marked pretty good."
052	"As far as getting information out. The only thing we have a problem with is locations - gas, food, lodging - it would help to have mileage to destination."
071	"They are coming out with more thorough information. The state seems to be expanding in this area."
092	"In our area anyway it is really good. We have two of not three information centers in this area."

Resp. #      For Those Who Said the Information is "Good"

- 001      "I just think it's good. I don't know if it's excellent or not because I've never had the need to ask for any."
- 003      "There are signs up on the highways telling people where to go for facilities they need."
- 007      "There's always room for improvement."
- 013      "Because I don't really think it's backed up. Publications get out to the people and they get to the location but only within miles of it and they still have to find it."
- 014      "I think it's fairly good except for the signing. They do distribute information to other areas but we're very lacking in our local signing so tourists can find the places they're looking for. It's fine to get the people here but then they have to have signs showing how to get to the place they want to go to."
- 015      "Well, I've read their brochures. I keep up with that. I know they're good because I've had people come here that have read that information."
- 019      "I think their signs are okay. That's all."
- 020      "Well, I think they have been hitting the fall business this fall with ads and that. It's about time we got some promotion. Maybe with the new budget we'll get more."
- 023      "We could have more State information passed on to other states. I wouldn't say it's excellent but it's good."
- 024      "There's a lot of advertising out like road maps and different books. I don't think that we're lacking in information."
- 026      "They have got alot of pamphlets and brochures with good information to give to people just for the asking."
- 033      "They do have alot of brochures they hand out."
- 035      "It's increased somewhat but still could be better."
- 036      "There are more signs being put out and that's good."

Resp. #	For Those Who Said the Information is "Good" (continued)
039	"Well, they do publish a good state map. Not enough signs pointing to resorts. Most of the push to government is for large resorts and leave the little ones out."
040	"We've got brochures but we have all steady customers so I haven't a need to pass them out."
041	"I guess there's enough signs."
043	"It's coming up - it's getting better each year. People are working towards that goal in St. Paul now."
049	"They have really increased their program for us."
054	"The Chamber of Commerce helps quite a bit. Tourist all can get information from them for camping - snowmobiling and resorts."
059	"Compared to other states it's good."
066	"They are trying to do what they can to give allocations for us. I hope that doesn't stop."
067	"They are improving and getting better all the time."
068	"They are getting a lot of maps sent out and big signs on the highways with information on them."
070	"Having traveled in other states I recall a sign designating <u>distance</u> and <u>facilities</u> <u>available</u> which was very good. Someone who has never been here before would have trouble finding lakes and so forth."
072	"I think our rest stops are good and also the tourist information centers."
077	"In the rest areas where information is available but should have more available information."
083	"We went to the motel association meeting and they've seemed to have done a good job."
087	"The rest spots seem to have information."
089	"Feel it is."
090	"Well, they are publishing more places to go for campers and to see shows in this area."
091	"I know when our guests come they always seem to feel more welcomed in Minnesota."
093	"I don't know, I just think it's good."

Resp. #      For Those Who Said the Information is "Good" (continued)

094      "Around here it's good because people live on tourism.  
They promote the Detroit Lakes area pretty well."

097      "I don't know to be honest with you."

<u>Resp. #</u>	<u>For Those Who Said the Information is "Fair"</u>
004	"Everything but the signs is probably okay."
006	"Well, I really don't know. I think if they hadn't taken all the billboards down for people who are just driving and looking for a place we'd have more business. Now we only have people that have been here before and make reservations."
009	"Because of the new promotion I could maybe give them a fair. They received money this year for tourism so if they spend it right it would help."
010	"I guess I'd have to just say fair because I don't think there's that much of it."
012	"I just never thought it was too good but maybe now that we're going to get some money, maybe that'll help. The state of Minnesota has never done too much for the hotel-motel owners. Maybe that'll change now."
016	"I'm hoping with the new budget it will get better. I think the Chamber of Commerce does more than the state. They should advertise more."
018	"When you class Minnesota as a large tourist state we're not getting our fair share of advertisement. When you see what Canada does and even a state like Missouri, it makes Minnesota look bad. After all, the state makes a lot of revenue from tourists."
022	"There's not enough money to advertise our state. They don't even give road maps to our motels anymore."
025	"Last year it was lousy. This year it may be better because we got some money to work with if they use it right and get out some maps for one thing."
029	"Because they're not spending enough money to bring in tourists, especially out-of-state tourists."
030	"I just feel they could do better."
031	"I don't know, I guess we've run into too many people looking for information."
032	"We've traveled in other states and they just have nice uniform signs with the names of resorts and directions. Here we just have the signs "resorts" which tells nothing."



Resp. #      For Those Who Said the Information is "Fair" (continued)

- 037      "We've tried to find things ourselves and find it's difficult. There isn't enough information available."
- 038      "You have to beg for a map. Have to ask questions for directions. I think they have to come through with their programs because they still lack of information. Needs more attractive information."
- 044      "Depending on area you're in. Some areas have lots of billboards."
- 047      "They might advertise in other states. What I've seen isn't that good."
- 048      "It's getting better. They're putting more emphasis on tourism so it's improving. Part of the problem is not informing the little people what's going on. If we're going to stay in business, we need all the help we can get."
- 050      "It's getting better. They have new people in St. Paul willing to listen to us and help by asking us what is the best for us."
- 051      "Just do, I don't know why."
- 056      "Other states have better information available and more literature."
- 057      "I think the state gives more advertising for Northern Minnesota than Southern Minnesota."
- 058      "We need the billboards. People from farther away are having trouble locating our facilities."
- 061      "They are mediocre but improving."
- 063      "I think improvements have been made but I do think we have a long way to go."
- 074      "We haven't gotten a whole lot of help from them. We don't see much improvement."
- 075      "There's just not enough information going and they concentrate on one end of the state. It's not a state-wide coverage."
- 076      "There should be more official state maps available. This state at state level is geared to Ramada Inns, Holiday Inns - all larger operations and not the small resorts."

Resp. #      For Those Who Said the Information is "Fair" (continued)

- 080      "It has improved in the last six months. Nobody knew anything about the state of Minnesota and no maps were available before."
- 081      "Some of the people come here and get lost. Directions aren't clear or lighting isn't that good."
- 082      "I'm only aware of the highway maps. Viking maps for the areas. I don't know of what else they do."
- 086      "We haven't been in Minnesota that long and find it was almost impossible to get a Minnesota roadway map."
- 098      "I really don't know - maybe this doesn't even enter into the picture but you know they should have more picnic tables available at road side rests. We've stopped already to have a picnic and don't even find a table. We have so many people stop here for directions that I really think the road signs should be more specific."
- 100      "I guess maybe now that they're getting more money it might be better."

Resp. #      For Those Who Said the Information is "Poor"

- 002      "I've never seen anything the state does. They don't do a thing for resort owners."
- 005      "I don't think they spend any money, time, or anything on it. The second largest industry in the state and they have a \$200,000 budget. That's peanuts - a couple of ads would use that up. Why doesn't the state realize the revenue it's pulling in and spend some money to keep it here."
- 017      "I think the attitude towards tourists is poor. They bring all that money into the state and are treated terrible. Local businesses should have better attitudes. They really rip off the tourists. Local business should be more educated on how luck they are to have tourists to spend money in this area."
- 028      "Basically because of the signs. We need more directional signs."
- 034      "Well, I don't feel they really help the small business. They don't give a darn about us individuals. They just gave a big tax cut to Arrowhead and the small places will have to make up the difference. It even said it in the newspaper."
- 046      "Comparing with other states, there are no longer maps available at tourist information centers."
- 055      "I think Minnesota's signs are poor compared to our bordering states. Not enough information on them."
- 060      "Not enough advertisement for our facilities and points of interest for Northern Minnesota."
- 064      "So many questions are asked by tourists. Many are wondering why we don't have more informational signs out."
- 065      "We don't hear any advertising done by state officials. We have no advertising on a very good local point of interest and it's a shame."
- 069      "We don't have any historical state maps or state literature. We don't have anything to tell us what's available here in Minnesota - points of interest, etc."
- 073      "We have had so many people who can't find our resorts. They discontinued the state road maps. We haven't been able to get those and also the maps aren't available at gas stations. Minnesota is running far behind Wisconsin, Michigan, and South Dakota in tourist trade."

<u>Resp. #</u>	<u>For Those Who Said the Information is "Poor" (continued)</u>
084	"As far as information is concerned. Since we can't put up signs and there isn't that much information."
085	"I don't see much of that on Virginia Highway and the cut off at 169. People will go straight through and have to come all the way back to Lower from Cook and say they got lost. They need better signs."
088	"There isn't any. It's not available."
095	"I think it's poor. Minnesota is suppose to be a vacation land for tourists and the state does little or nothing to promote it."
096	"I don't think they're spending nearly enough money to bring tourists into the state. Other states out-class us with all their advertisements and brochures."
099	"Just from my own experience in other states. It's much easier to find things in other states - to locate facilities because of the road signs."

Resp. #      For Those Who Said "Don't Know"

008      "I'm not that up on it. I really don't know."  
021      "I just don't pay any attention to it. We're just  
new at it and I haven't given it too much thought."  
045      "Haven't seen much. Unfair to comment."  
053      "I'm not that familiar with it."  
062      "I'm new in the business and haven't felt any real  
affect."  
078      "OK."  
079      "If I just give you information in this area like  
Pelican Rapids is just fair."

VERBATIM COMMENTS

SUGGESTIONS FOR IMPROVING SIGNING TYPES

<u>RESP #</u>	<u>Exhibit R: Logos</u>
002	I have trouble figuring out what they are. How is the public going to interpret them. I don't think they're too clear.
003	They could be made clearer.
004	We'd have to have a name of something. In our area we'd have to have some names with it.
005	That's no good at all. That's not even improvable. They have them in Europe and they're old world.
006	I quite don't understand it. In the first place they're too dark, too small and I just don't like them.
007	There could be a few words added or something.
008	I suppose they'd have to educate us to what they mean. What is that first one, a tee-pee? That's really far-fetched. I don't understand the second one either.
009	They'll have to give out some informational literature to enlighten the people so they'll know what they mean.
010	I think the symbols denote exactly what is available. One thing I notice there isn't any symbol for gas on this sign. That would be important.
011	I just don't like them so I don't know how they could be improved.
012	An explanation of what they mean.
013	The name of the facility and the distance should be added. The logos are fine and would go along with the other symbols like Handicapped Parking, H for hospital, etc. but there should be more information added to them.
014	How many people camp in a tee-pee? They should change that to a mobile home. We live in an age now where our children wouldn't know what that meant. They'd think it was an Indian Reservation.

Verbatim comments: Exhibit R; Logos cont.

- 015 I don't really understand it. When I'm looking at it here. A whole new sign with the people's names is what it needs for improvement.
- 016 I assume the top is camping and the second is food but I just don't know. The only thing I think is they still should have names and miles to the facility on the sign.
- 017 I just didn't like these at all. They don't spell anything out. I don't even know what that top sign is.
- 018 They're all right if everyone can understand them.
- 019 I think they could be bigger unless you get up real close
- 020 It's pretty well explanatory. Its okay if everyone understands them.
- 022 They're okay but they could make them larger.
- 023 I think once you get used to the symbols they'd be okay, especially for foreigners who couldn't read.
- 024 We've traveled a lot and I still don't understand them, like what does that first one mean. I really can't stand the symbols.
- 025 That's find and dandy too. It probably would be more helpful for foreigners.
- 026 It doesn't say where they're at. Its an eye-catcher though but would have to give more directions and distances.
- 027 Nothing except maybe a combination of R & U together.
- 028 It takes too long to figure out what they mean.  
The average
- 029 They're too vague.
- 030 Some people wouldn't be able to understand them.
- 031 I don't really know. Would you really notice them going down the highway?
- 032 You really have to study it to figure it out. Someone who couldn't read would like them.

Verbatim comments: Exhibit R: Logos cont.

- 033 They should have writing along with them.
- 034
- 035 I don't know. I can't understand them.
- 036 If people know how to read them. They should be explained more.
- 037 Many people do not know what they mean - even if they could print the word or big M for motel - they just don't tell much.
- 038 This is going to require TV education or, in combination, a written sign and after a period of time you could remove the written part.
- 039 A couple I still don't figure out. The top two don't mean anything. Don't think they are clear enough for tourists.
- 040 Logos, I can't understand. They are not specific enough.
- 041 Public advertising so people could get accustomed to logos.
- 042 Nothing - like as is.
- 043 D.K. I think they are effective as is.
- 044 Use in conjunction w/sign cluster given a choice - not just a motel. If they use a credit card it's nice to know what types of facilities are available.
- 045 Don't know.
- 046 They are pretty explicit. They say it all. No need to change.
- 047 They're pretty good as is.
- 048 None - basic information.
- 049 More information on logos.
- 050 Should be explained somewhere so people know what signs mean.
- 051 Don't know.



Verbatim comments: Exhibit R: Logos cont.

- 053 Easy to understand in all languages.
- 054 Hard to see - hard to tell what they are.
- 055
- 056 That's okay.
- 057 I don't think people would understand them.
- 058 Not easy to recognize what they stand for.
- 059 Needs no improvement.
- 060 Not enough information.
- 061 They are sufficient.
- 062 Don't know.
- 063 Not easily recognized especially the knife and fork.
- 064 Underneath the picture should be camping-dining-etc.
- 065 Not understood by the older drivers especially.
- 066 Knife and fork may not be easily identified.
- 067 Should have names on it. Names make the signs a little more personal to me.
- 068 Good now.
- 069 Mileage on each type of logo that's there and how many facilities available in that area. People do have credit cards and need certain places.
- 070 The tent I like. Campers understand that. The knife and fork is not easily or quickly understood. I don't care for the sleeping man, the arrow I don't like. These are not quickly understood.
- 071 Very vague. I don't like this at all
- 072 Use very sparingly. I think they are a waste of time. They are very poor.
- 073
- 074 I do not like R - we don't have that many people who can't read English.

Verbatim comments: Exhibit R: Logos cont.

- 075 That to me I can understand three of them - to an outsider it may be confusing.
- 076 Top one I took to be a tent - They're just not that clear - most are blurred for the eyes.
- 077 I think they're all right for people who understand it but for some it may be difficult.
- 078 I don't always understand them all. Too confusing.
- 079 I think if a person glanced at that they wouldn't recognize it.
- 080 They are too hard to understand. The people would have to be educated.
- 081 I'm not familiar with them unless you know what they represent they're not clear.
- 082 I don't find them quickly identified, the emblems should be more prominent, maybe wording under them.
- 083 I don't have the foggiest what they mean.
- 084 Really the arrow is the only one I can understand.
- 085 I don't know what those mean.
- 086 They seem adequate.
- 087 Pretty good as is.
- 088 Mileage should be added.
- 089 Don't feel self-explanatory - might not be "read" on road by all people.
- 090 They're pretty self-explanatory once the public gets to understand them.
- 091 Well I'll tell you the truth the only one I understand is the arrow. I don't know what the rest of them mean.
- 092 I personally don't know what they mean and I bet a lot of people don't.
- 093 They're okay - I don't know how you could improve them.

Verbatim comments: Exhibit R: Logos cont.

- 094 I can't even figure them out. If I was going 50 and tried to read them and understand them I'd be in trouble. What's the first one? I know the third one means a hospital doesn't it?
- 095 Too many people wouldn't understand them.
- 096 I don't know - I guess if everyone understands them they're okay.
- 097 They just don't explain anything.
- 098 It gets to the point and isn't too cluttered. Maybe they could put a gas pump as a symbol for gas stations.
- 099 I just question the effectiveness of them. People are not well enough aware of what the logos mean.
- 100 I really don't even know what that first sign means - they're not clear enough.

VERBATIM COMMENTS

SUGGESTIONS FOR IMPROVING SIGNING TYPES

- RESP #      Exhibit S:    Sign Cluster
- 001
- 002      Possibly, the mileage should be added. Like how far is the gas: one mile or 20. If a person is almost out of gas that would be very important.
- 003      That is handled good. They serve the purpose too.
- 004      Its got to have some miles on it though with arrows and distances. As far as lodging and camping go - how far? - where at?
- 005      The problem with that is what if you have 100 resorts in the area. How could you put them all in that sign cluster. They could just put a couple of the biggest motels or hotels and then a Chamber of Commerce sign where people can go and find a whole list of resorts, motels and hotels to go to.
- 006      They don't have any food listed and no resorts, either, just motels.
- 007      They're too crowded. Too much to look at, at once.
- 008      This is pretty good if we could get all that information on one sign.
- 009      There's too much on it. If that was a 20 x 20 feet. billboard you'd still only pick out the top or bottom. No one would be able to read it all.
- 010      I guess that it's all right in a way but how many people could read that whole sign from a car window. In our area you'd have to put a lot more than 4 motels on a sign and that would be impossible to read.
- 011      I like it the way it is. Once people get used to reading them they would enjoy getting all that information.
- 012      I kind of like that because it tells the different places they could stay at. Also people traveling might have a credit card for Standard but don't have one for other stations. That way they know which station sign to look for.

Verbatim comments: Exhibit S; Sign Clusters cont.

- 013 This would have to be the most effective and under state law I think it could be adaptable.
- 014 This is pretty good. It gives all the info and is easy to read plus it tells the name of the facilities.
- 015 They would have to have the "Lodging next right" and the names of the places separated a little more so it would be easier to read. Otherwise, this is what we should have.
- 016 There again they should have the mileage on it. On the lodging it would be nice to have a vacancy or no vacancy on it, but I suppose that would really cause a lot of problems. I guess that really would be impossible.
- 017 I think this is the smartest. Especially the top part listing all the lodging places.
- 018 It looks pretty good. If you're looking for a certain place you'd be able to see it on the sign right away.
- 019 They pretty much tell everything that a person needs to know.
- 020 It wouldn't take up too much room and I like the idea of the names on the signs.
- 021
- 022 There's too much on the top the bottom is okay. Just too much writing on the top to read all at once.
- 023 They could have more of an ad on there saying directions to the resorts, but otherwise I think the sign cluster is the best.
- 024 I just don't go for that. It's too much when you're driving to read all that.
- 025 Too much to put on those signs. With a lot of resorts in one area it would just be too much.
- 026 It would help to say which one is coming up first and it doesn't give how far they are: one mile, 10 miles, 15 miles?" Where at?
- 027 It's too much to look at.
- 028 The top part is the best - it's uniform.

Verbatim comments: Exhibit S; Sign Clusters cont.

- 029 I like those the way they are.
- 030 That's good too. They're okay.
- 031 That's good the way it is.
- 032 It's too cluttered up. You'd have to slow down to read them.
- 033 That would be better for a big city.
- 034
- 035 I guess I like this one the best the way it is. possibly add the mileage.
- 036 Doesn't give enough information, just the name. People don't know if there is gas and food at that motel.
- 037 Should show arrows and addresses.
- 038 It's a good one but it has to be big and placed right.
- 039 I think those are very good.
- 040 You almost have to go there to see what it's like. Directions would help to know where they should go.
- 041 Depending on how big or how many. Simplicity is good.
- 042 There's just too much information to read while driving.
- 043 How far? Mileage is important.
- 044 That's pretty good. Any more would be cluttered.
- 045 No, none that I can say.
- 046 That would be good as is.
- 047
- 048 Looks too much like advertisement on the lodging one. But I like the gas one. They might add 24 hour service, etc.
- 049 Uniform - not personalized. Just a straight listing. Not personal logos - just a uniform printed sign.
- 050 Has to be easy to read - not cluttered

Verbatim comments: Exhibit S; Sign Clusters cont.

- 051 Not necessary to have all those personal things on sign. Name of motel would be sufficient.
- 052 Doesn't give locations as far as locations go it's hard for guy at end of line. It wouldn't be hard to put locations on then, the sign cluster could be excellent.
- 053 Don't like at all. Too confusing.
- 054 Too much on sign No. 1. Cluttered.
- 055 They are too difficult to read while driving. They should just read "Gas" or "Lodging".
- 056 Mileage should be on there or address.
- 057
- 058 Nothing..
- "
- 059 Needs no improvement.
- 060 Should be resorts instead of motels in this area.
- 061 Mileage to each one.
- 062 Don't know.
- 063 Distances should be added.
- 064 Brand names should not be used. Distance should be added.
- 065 I feel this would cause accidents. Too much to read at once.
- 066 I don't think all those are good on a highway. Too much distraction.
- 067 No need for improvement if place before exit to facilities. Maybe mileage could be used.
- 068 Too much reading.
- 069 They should show mileage and the names of the lakes or rivers they are on. Type of facilities other than the names. They could have types of facilities available, such as the logo on the signs, also distances.

Verbatim comments: Exhibit S; Sign Clusters cont.

- 070 Should be more simplicity here, too, unless it would be a well known motel such as Standard or Holiday it wouldn't mean much to a newcomer. It should be mileage and directions and facilities. To hell with names of motels and gas stations especially when it's an unknown name to newcomers. It doesn't mean anything to them.
- 071 Distance to facilities should be on it.
- 072 Should use an arrow or more directional information.
- 073 All resrot or gas facilities should be included in that area by name then, and not just a few. Otherwise it's OK.
- 074 It's good. It shows approximately how many. But you'd have too much on sign if you added any more.
- 075 Specifying pretty much what is there. I suppose this pertains to right off interstate facilities.
- 076 They are specific and large enough.
- 077 I guess it advertises a lot and gives people a choice. I don't think advertising is a necessity.
- 078 That's pretty good. Nothing.
- 079 They might give the directions but it's difficult I know to have to put that on.
- 080 Providing you don't get into a cluster area. You wouldn't have room for all of them.
- 081 Too small. You'd have to stop to read them and cause difficulty in traveling.
- 082 I object to that. I don't see how you can decide how close you'd have to be to get included in those signs. It's unfair.
- 083 Seems like there is too much there.
- 084 Top is very good. I like it as is.
- 085 Wording could be made larger. Too much to see driving by.
- 086 It seems adequate - if people have credit cards and want a particular place it shows that.



Verbatim comments: Exhibit S; Sign Clusters cont.

- 087 Don't know.
- 088 Larger signs. Too cluttered. Can't read.
- 089 Like it. Directional sign should be added to it.
- 090 They're okay. Maybe if they put the mileage on it.
- 091 It's too cluttered. Too much on it. The gas part is okay.
- 092 It's adequate the way it is.
- 093 These are good the way they are.
- 094 That's pretty neat the way it is. That's most of the information a person needs to know.
- 095 If I were traveling and saw a sign like this, I'd feel I was getting all the information I needed.
- 096 Standardize the lettering - have all have all the names printed the same way.
- 097 I think they're great the way they are.
- 098 I don't know.
- 099 That makes the most sense to me. It has facilities and specifics mentioned.
- 100 That seems to tell it all. Name of the place and some direction. It could have the mileage on it too, though.

RESP #      Exhibit T: Single Signs

001

002      I just wouldn't want signs all over the place again.  
I guess I'm against the single signs.

003      No. These are just too bad.

004      This is strictly an advertising sign, not information-  
al. Personally if the state is adapting new signs  
I'd want them to give out directions and distances,  
not ads.

005      The one on top is okay but the bottom one is too  
small and just too much ad.

006      It's too small. You'd have to pull over to the side  
of the road to read it.

007      The print is so small it wouldn't be readable.

008      I know we can't have these but that's what I wish we  
could go back to.

009      I don't know where you'd put it. That's why they were  
eliminated from the highway now.

010      Who could read all that stuff? Too much small print.

011      The problem with that is as a tourist you don't  
even know if the place is still opened. That was the  
problem with single signs. They could be shut down  
but still have their signs up.

012      Oh, golly, I think they could use bigger print for old  
ladies like me. Something like that is just too  
hard to read as you're traveling by.

013      It's so far out it would have to be classified as  
illegal.

014      That's too much. If you're in a cluster sign you  
couldn't read all that, anyway, traveling 55 miles  
an hour.

Verbatim comments: Exhibit T; Single Signs cont.

- 015 It's all right the name on it but probably too much writing.
- 016 Maybe if every sign was uniform we could still get by with the single signs.
- 017 This would never work. By the time a person read it all they'd be halfway down the highway.
- 018 They look all right but they're illegal aren't they?
- 019 The writing is too small. Would be too hard to read when you're traveling in a car.
- 020 I guess I really don't like those. As a small resort I'd rather be on a sign cluster than on an individual sign.
- 021
- 022 I like it especially because it says Andersons on the top. Seriously we are angry about having to take down our signs. It's hurt us a lot.
- 023 Most of our people have these but they're restricted on the federal highway.
- 024 I just don't think these are any good at all. Too much writing - too small. Just too awful.
- 025 Nothing. They're so small they just wouldn't pan out.
- 026 That's worthless. No one could read all that.
- 027 Too much to read.
- 028 That was what we had. It wasn't uniform.
- 029 Too cluttered; too much print.
- 030 That's the kind they use to have that we had to take down.
- 031 That would be getting back to where we were before.
- 032 You'd have to stop in front of it to read it.
- 033 That would be great like they are but that's what they made us take down.
- 034
- 035 This is okay but the state wouldn't allow them.

Verbatim comments: Exhibit T; Single Signs cont.

- 036     Anderson's is good because it tells what they offer.  
         Calhoun is too small of print to read.
- 037     They're pretty good.
- 038     Too cluttered. You can't read it fast enough while  
         driving.
- 039     Too detailed.
- 040     They should put all in large letters and numbers; at  
         night would be hard to see. Calhoun is just difficult  
         to read at all.
- 041     Too cluttered. Not too much information is necessary.
- 042     There's just too much information to read while  
         driving.
- 043     They tell a little bit more - if they are right in  
         area but if they are far away mileage should be given.
- 044     Who's going to bear the cost. No improvement over  
         old signing.
- 045     No. Nothing.
- 046     Would be very good except who's to provide them.
- 047     They're good - very informative.
- 048     Nothing, just advertising - not good. That's what we're  
         trying to get away from.
- 049     No. We don't like them. There's too much to read.  
         That's right back to what they're trying to get rid of.
- 050     Nobody could read it while driving. They'd have to  
         pull over and stop. Too cluttered.
- 051
- 052     Gives all the information needed - good.
- 053     Fine as is. Like generalized signs.
- 054     Fine as is.
- 055     Too much detail to read going 55 mph.

Verbatim comments: Exhibit T; Single Signs cont.

- 056 The print is too small and information should be kept to a minimum.
- 057 They look alright to me.
- 058 They don't need all that information.
- 059 Not too inviting. They're not commanding enough to get your attention.
- 060 Too much information not necessary. This might help bring business though.
- 061 Too cluttered. Takes too much room. P/no.
- 062 Don't know.
- 063 It's quite nice but the second one is too much to read.
- 064 No improvement needed.
- 065 No improvement I can think of now.
- 066 I don't think I would use all that fine print.
- 067 Too much writing. People don't read all of it.
- 068 Too much reading there
- 069 I would take out some of this information and use these logos and keep the miles and the name of the lake it is on.
- 070 I'm against something like that because people driving spend up to five seconds reading that and may hit something by the time their eyes are on the road again. It should be more simple.
- 071 Too much information to read at 60 mph. Should list just important or pertinent information.
- 072 They are good. Directional information is most important.
- 073 Again all facilities in the area should be represented on those signs, otherwise they are OK.
- 074 Old fashion - wouldn't even be legal any more. Too much to read.
- 075 I'd hate to have to read it along the highway. It would be very distracting.

Verbatim comments: Exhibit T; Single Signs cont.

- 076 Too much to read while driving.
- 077 I don't think advertising is important on signs. I'd rather see general signs. I think billboards on highways for specific places isn't important.
- 078 That's hard to read - okay for individual advertising.
- 079 The top one is good on Anderson. Calhoun is super good but how in the world could you read all that while driving.
- 080 Nice for small area but too clustered for larger areas. Calhoun is too much wording on it.
- 081 Too cluttered. It makes you want to stop and read.
- 082 I'm more objective to that. It's a question of how much information you put on. We're suppose to get away from all that clutter on highways.
- 083 Writing seems too small, especially the bottom one.
- 084 I don't think it should even enter the picture. Traveling you could cause an accident trying to read it.
- 085 Couldn't see at all driving in Calhoun especially.
- 086 I think there would be a problem reading all that.
- 087
- 088 Traffic hazard if turn to sudden. Too close to actual turn.
- 089 Not legible or readable; too fast on freeway to grasp.
- 090 The letters are too small - not legible.
- 091 Too much to read. Too cluttered.
- 092 I don't know. Larger print maybe.
- 093 They're too hard to read. Too much to read.
- 094 With all that crap on it you'd never be able to read it when you're driving 50 miles an hour.
- 095 That would be getting back to what we had before the Beautification Act.

Verbatim comments: Exhibit T; Single Signs cont.

- 096 Limit the size of the signs.
- 097 These are good too but that's what we had to take down.
- 098 It's too much reading.
- 099 Then you end up with the Burma Shave type signs. These are the signs we had to take down. I know one thing if the state doesn't give us some help with directions and advertisement for our Resorts the resort owners are going to start putting their signs back up whether the state likes it or not. We're really going to end up with a mess if we can't get some kind of legal signing.
- 100 These are just obsolete. That would be great if we could have them again but that's what we had to take down.

RESP #      Exhibit U: Present Sign Types

- 001
- 002      Kind of the same as the cluster. It should say mileage for resorts & gas. But the "resorts" do not tell them anything. How many? How far? Where at? How far is the next exit?
- 003      I believe they are all right.
- 004      That thing is fine if it simply had a name on it. The "resorts" could mean five or 10 resorts, 10 or 20 miles away.
- 005      That doesn't promote anything. The only guy that would look at that is someone who wants to find a campground or gas station.
- 006      It looks good the way it is.
- 007      Nothing. They're fine the way they are.
- 008      I don't know. I just have no comment. I guess we'll have to learn to live with them.
- 009      Right now it's better than the rest. It's simple. Most people can read whereas they can't always understand those symbols.
- 010      I think they're pretty complete. It tells you at a glance what is there.
- 011      I don't really know on that. I guess it doesn't give enough information. How far is it to the food or lodging? It just doesn't really let a person know.
- 012      I kind of like that too. That type of sign is easy to read and easy to see from far away.
- 013      I would eliminate the top two completely and keep the bottom for interstate highways only.
- 014      That's what I'm against. They should list the names of the places. We can't put our own signs up any more, so they should at least have our names on the signs.
- 015      I don't think that's any good. They should have the names of the resort on it lined up as they come to them on the highway. A sign just saying resort isn't effective. I had people drive around the lake three times before they found us.



Verbatim comments: Exhibit U; Present Sign Types

- 016 That's probably all right but it should have the names of the resorts on it.
- 017 Be more specific. Camping? What kind - tent, trailer? Resorts? What does that include? American plan or European? Not enough information.
- 018 It gives all the necessary information, but it would be better if it had the names of the resorts on it.
- 019 They're all right. I think they could be a little larger as far as the "Resorts" part goes. I'd like names on those.
- 020 Put some names for the resort on it, not just "Resorts".
- 021
- 022 They're fine. They are easily readable and I believe they show up pretty well at night.
- 023 They should have the names of the resorts listed and that way if a person's looking for a specific resort they'd know when to turn for it.
- 024 I think these are okay the way they are. If you're tired or hungry that's all you want to know.
- 025 That covers everything people are looking for if they can read English. They're just fine.
- 026 If it says the distance for the rest of the facilities that would help. Also, what kinds of camping? Do they have hook-ups for trailers? How far is the gas? Not enough information.
- 027 It's fine unless it could be combined with R.
- 028 Eliminate them all together! Especially the "Resorts" part. It tells nothing. How many? Where at? How far? What kind?
- 029 The resorts sign should have names on it.
- 030 It's okay the way it is.
- 031 Not enough information.
- 032 Just as long as they're big enough they're fine.
- 033 They're okay but they still probably wouldn't help us. We need a name on the sign.
- 034

Verbatim comments: Exhibit U; Present Sign Types

- 035 Leaves a lot to be desired. Names - mileage.
- 036 It's just what you need - maybe add how far by resorts plus the distance.
- 037 We don't have any. Should have more directions.
- 038 Should be placed a little more ahead of the exit. Sometimes right and exit doesn't give them enough time to turn.
- 039 Adding the type of facility such as name.
- 040 Could say what type of camping like lake resort or what that is there.
- 041 Add mileage.
- 042 I like them.
- 043 Should have mileage - it's better than nothing.
- 044 No improvements necessary.
- 045 Good right now - I think they need better "do not pass." etc signs.
- 046 They're so incomplete it doesn't tell much of anything. Combine S & U.
- 047 They're adequate.
- 048 Distance or mileage for facilities.
- 049 Give more information - too general - list each facility at least name and miles to facility. If looking for specific, would help.
- 050 Very bad - if you're looking for specific place it doesn't help.
- 051 Don't know.
- 052 Pretty good - unless they add logos. They're big enough and easy to read.
- 053 Easy to understand in all languages.
- 054 Hard to see - hard to tell what they are.
- 055 They are all right if placed correctly. They should be far enough ahead to alert the driver to prepare in time to exit.
- 056 Camping sign should state private or state camping.

Verbatim comments: Exhibit U; Present Sign Types

- 057 They look OK to me.
- 058
- 059 Mileage added to resorts sign
- 060 Should have names and distances added.
- 061 Names of facilities should be added.
- 062 Don't know.
- 063 Not enough information - names of facilities should be on these.
- 064 Names of facilities should be on there.
- 065 No improvement needed.
- 066 No improvement needed.
- 067 No need for improvement.
- 068 Pretty good now.
- 069 Signs should tell what kind of camping - full hook-up or primitive camping also the names of the facility.
- 070 Mileage on resorts sign to nearest resort and mileage to next exit also.
- 071 A list of the resorts or facilities under Resorts & Camping such as Andersons Resorts, Swimming Boats for rent  
Jim's Resort, etc. Boats for rent,  
Indoor Pool
- 072 Needs more directional information.
- 073 (State) They should allow businesses to have their own advertisement signs especially on private property.
- 074 Perhaps if you had S with it you'd know how many gas stations and backed by directional signs would help.
- 075 That's about as clear unless specifying specific places.

Verbatim comments: Exhibit U; Present Sign Types

- 076 Those are good, best for reading while driving, but not specific enough.
- 077 I like them the way they are - very explicit and they tell without advertising one specific thing.
- 078 Nothing, it's good.
- 079 It doesn't tell you anything. It doesn't tell you what's there. In this area campgrounds are really hard to find.
- 080 Those are adequate.
- 081 I think those are very good.
- 082 I'm satisfied with that.
- 083 I don't see much around here in signs but that would be good.
- 084 I think if they're open at reasonable hours - they shouldn't allow signs like that if they aren't open after 6 p.m. There should be explanations to tell tourists.
- 085 Maybe could say what kind of facility is available.
- 086 Combine the mileage with the signs.
- 087
- 088 Good color scheme would help.
- 089 Good - but no specifics, too general.
- 090 They should put mileage on for the resorts, too.
- 091 I think this is fine the way it is. If a person is running out of gas, they can tell what kind they're selling at the next cutoff.
- 092 No. They are pretty adequate.
- 093 That's good but if it had the names on, it would be better.
- 094 They're nice too but they don't have enough information on them.
- 095 This just isn't enough. Under resorts they should have the name and mileage.
- 096 They should have more directions and mileage on the sign.

Verbatim comments: Exhibit U; Present Sign Types

- 097 They're okay but they should have more info on them like how many resorts, how far, etc.
- 098 No, not right now. I guess the only thing is the amount of people that stop here to get directions to the airport and how far it is to St. Paul. They don't seem to have enough signs showing how to get there and how far the places are.
- 099 This just doesn't give enough information. Resorts? How many? Where at? How far? We need names.
- 100 They should have the names of the facilities on the signs.

VERBATIM COMMENTS:  
SUGGESTIONS FOR SERVING THE  
INFORMATION NEEDS OF TOURISTS

- Question: Do you have any other comments or suggestions to make regarding serving the information needs of tourists within the State of Minnesota?
- 
- Resp. #
- 001 "I think the signs they have right now with the food and lodging next right tells everything you need to know. If a person is tired or hungry when traveling they know right away where they can stop and how far they have to go. I don't think the state should put up signs with the name of the restaurant or motel on them. That should be up to the owners to pay for their own advertisement not have the state do it. As far as using the symbols for signs, not everyone knows what they mean."
- 002 "No you about covered it all. They should just put out more literature. The state should advertise more."
- 003 "Yeah, I think the state of Minnesota should do a little competing with Canada in the advertising department. I realize it costs money but Canada is almost knocking us off the map with their tourist campaigns. We should be in more magazines, etc."
- 004 "This signing is by far the most important. I don't think a single week goes by without complaints from tourists about the directional signing in the state. I had a man come in this fall and drove for hours trying to find the place. The only thing I've been telling them is to write to the state and complain. We just need better signs for resorts and campgrounds that are off the beaten path and impossible to find."
- 005 "It would be nice if they would do some advertisement outside of the state. They're going to Canada in droves. I go to shows promoting Alexandria and there's never anything from Minnesota there. States from all over are giving out brochures, pamphlets and handouts and Minnesota is doing nothing. It's about time they started promoting our state."
- 006 "We do a lot of traveling throughout the state and to Indiana and we've always been happy with the Minnesota highway signs."
- 007 "Not that I can think of. We're just new in the business, it's our first summer and I haven't really thought about these things."
- 008 "Well I know one thing, since all my signs have been taken down I don't have any drop-in guests anymore that say 'I saw your sign so we came here.'"

Resp. #	Question
009	"Your people have to remember we have hundreds of resorts in this area. There's 18 resorts on my road with a sign that says resorts but it's not lit up and can't be seen in the dark. You have to be right on top of it at night in order to see it. Plus, the sign only says resorts. A person doesn't know how many or where they're at. I really don't know what the answer is. I'll bet there's a thousand resorts in the Case Lake area alone. Who knows how they could all be advertised. They should think about putting up illuminated signs though."
010	"No, I'm not really sure what the law is about signs on the highway. We had one and had to pay \$10 a year for a permit to keep it up plus the cost of the electricity to light the sign and that was out on a farm road. We're just new in this business and are finding out all about hidden costs that we didn't know about. We don't have any signs or advertisements up now. I really don't have any suggestions right now."
011	"The only thing I can think of is about the signs. Sometimes single signs are still very effective. I know they just opened up a new restaurant on our way up north and they have put up a small sign advertising the place. We would never have known it was there had it not been for the sign. The problem it seemed with the single signs is partly in the fault of the owners, if they close down, sell out or whatever, they should be made to take down their signs."
012	"No, I think you've about covered it. I do think we should be able to give out more free maps. Everytime someone asks me for a map like of Minneapolis I have to tell them to go to the IDS building where they can buy them for 50¢. They should be available to everyone without a fee charged."
013	"I would have to say that the logo signing along with the distances and the name of the facility would be the best information the state could give out on their signs."
014	"I think signing is the only important issue. They just should have more specific directions, distance and names of places, especially for the resorts out in the boonies."
015	No. I'm well satisfied with everything but the sign situation. They just have to do something about the names of resorts again being on the signs."

Resp. #	Question
016	"I really can't think of anything other than I'm glad they have all this extra money now. Maybe they'll be able to advertise more now. The state should do something for resort owners."
017	"I think I covered it all. The tourists are just not welcomed up here. The local people just have to change their attitudes. They say we don't want those damn tourists here and they rip off of them all the time. I know for a fact they all jack up prices in the summer so even the local people have to suffer. I wish somehow the state could do something to change attitudes."
018	"No."
019	"No. Nothing I can think of."
020	"The big thing is the highway signs. We don't have any signs out there now and people have said "Boy, why don't you have some signs to help us find this place?" It would be nice to have our name on a sign cluster with some directions."
021	"Not at this time."
022	"There should be more money for tourism. After all, it brings in a lot of revenue for the state. I've seen brochures from Canada that are out of this world and paid for by the government. Now why couldn't we have something like that for Minnesota?"
023	"I personally think the state should have some kind of a brochure listing all the resorts and campgrounds throughout the area so they could be sent out of state to Iowa, Kansas and other states. To get people interested in coming here. They wouldn't have to give a whole lot of information, just the name of the place, location and phone number. That would create more interest in our state."
024	"I really can't think of anything. I really don't have any complaints."
025	"You've about covered it all. Just get some more highway maps going and I'll be satisfied."
026	"I think we covered it all."
027	"I've been happy with the state."



Resp. #	Question
028	"I listen to all the people's comments from out of state and their biggest complaint is about the sign situation. They drive and drive and never can find the resort because of the lack of signs. The tourists themselves complain so much about Minnesota directional signs. If they would have something that's uniform with names of resorts and directions on it that would be great. Even on the country roads we need them."
029	"I think my gripe is not having the names of resorts posted some place. Too many people have trouble finding resorts because they're always out-of-the-way places."
030	"They should have more signs on country roads the same as the state signs. Something uniform."
031	"I guess my only complaint is the signing."
032	"If they can get out adequate signs with names of resorts, directions and mileage I would be happy."
033	"In general everything is okay. If we want to complain we really have to go right to the state department."
034	"One thing that is really a sore subject with me is why are the signs for the big resorts like Arrowhead and Holiday Inn still up and we had to have all ours down? If you can find out or anyone knows, please call me. My husband has called three times trying to find out the difference between big corporations and small business like ours and has been able to find out nothing. The last time a man hung up on him and wouldn't give us any satisfaction. I can see why the state had to take down signs but hey, let's take them down for everyone and cut out the favoritism."
035	"I guess within the state it's fine but they should promote more out of state like Canada and South Dakota does."
036	"Not really, no."
037	"One thing I think they should do is have a list of all approved motels for tourists rather than have to belong to a club it should be readily available. Better directions to different motels."
038	"I would say in all entries into the state anything that would be presentable showing what we have things like fishing, hunting, Minnesota Valley and lakes. Something to do with history at least on interstate highways. A more attractive way of welcoming tourists with information."

Resp. #	Question
039	"No other than I feel they're leaving the little resort owners out on the limb and could do more for them. They seem to gear advertising to large motels and hotels."
040	"No, I would say as long as motels are pointed out and other services. That should cover it."
041	"Not so much red tape getting signs up and down. More systems for small business."
042	"Nothing."
043	"No. It really hurts some of the businesses that depend on drive-in business. The single signs were very effective in the past. Taking down our signs is like taking away our bread and butter for winter."
044	"No, nothing else. Informal signing is nice. I think the state highway maps should be more available. We'll never be able to retrace our money we've lost by taking down signs."
045	"I guess not."
046	"I think they should do something. We are not advertised in neighboring states. Minnesota is not advertised out of Minnesota. If you want a booklet you have to pay whereas other states are free."
047	"No nothing."
048	"Free driving tourists have a hard time finding facilities. The 24 hour telephone service if it were regionally oriented would be great. Nowadays you can't just get in your car and hope to find a place. You need signing to help do that."
049	"We'd definitely like to see better signing. It's our livelihood. We need the tourists to find us. Could use signs telling lake names. There are no signs in our area naming lakes. The signs now are too brief and confusing. Not at all helpful."
050	"Not really, no. Promoting fall business in Minnesota. State of Minnesota and schools get together and standardize. We lose two weeks of good tourist weather by schools starting early. We need those two weeks of business. Non-directional signs for tourists off the highway. People coming off the highway and not being able to find facilities especially late at night. Tourism business in Minnesota has fallen off because resort owners have gotten tired of hassel trying to get their signs up and available. Signs

Resp. #	Question
050	are not sufficient for guiding tourists. They cannot find their way with just an arrow. We're going to spend thousands of dollars to lure tourists. Why can't they have directions to get there. Until we have a good signing program to help Minnesota tourism business. If we had a sign it would be easier to compete. A signing program to allow tourists to know what facilities are available on each particular road. We need help. We have some signs on gravel roads but that doesn't help tourists turning off the highway. We need a state legislation to come up with a conforming sign and I'm sure we'd be happy to share the cost."
051	(No Answer)
052	"There are a lot of junky signs but the tourists look for three basic things: 1) car servicing and gas; 2) where he can eat; and 3) where he can sleep. He knows where he's going. Directions to get there are basically pretty good but he has to know what to expect on the way."
053	"I think they are doing quite well. Esthetically pleasing. Not doing anyone a favor by cluttering. We advertise by print not signage. Tourists come for the scenery not clutter."
054	"Can't think of any. Taking signs down is our problem."
055	"I think everything was covered in the survey."
056	"I'd like to see more choice and freedom in putting up advertising signs."
057	"No, I don't know of anything."
058	"No, I guess I'm just unhappy about the removal of our signs. Some people have been able to keep theirs and we couldn't. I don't think that's right."
059	"I can't think of any offhand."
060	"We do not get enough promotion and advertising for Northern Minnesota. One-third of our resorts have gone out of business. We have dropped from 3500 to 2,000 resorts because of lack of advertising by our state. We need to get our signs back. Some resorts here are allowed to keep their sign and some not. This is unfair. There is no uniform sign for the state. There are different needs in each area."

Resp. #	Question
061	"Good road signing would help a lot."
062	"I'm sorry, I don't."
063	"There should be more information at the rest stops. Not giving out enough state maps."
064	"We need our signs with our names and advertising that has been taken away from us."
065	"No, I haven't been in the business long enough to make any suggestions at this time."
066	"Places that need a private sign should be allowed to have it especially if it may hurt their business."
067	"In our area, resorts and etc. located off the highway have signs with their name on them but if, as we are, the facility is on the highway just resorts with no names at all being used. I don't think this is right."
068	"No, not that I can think of."
069	"We should spread our information throughout the other states on TV as well as pamphlets. We should be more competitive with other states, even other countries."
070	"People often complain, I had a hard time finding the place. I don't feel these information signs are often enough or big enough."
071	"Nothing."
072	"I think these sign laws have been a killer for small businesses and restrain and degenerate our freedom. I don't feel this is a good service to people in general. I think they should give back this freedom that are used to enjoy such as directing them to our place. Advertisement should be made no later than the middle of May. Most people are planning their vacation much earlier than this advertisement is reaching them."
073	"There could be more advertisement by the state of the facilities available in Minnesota and our seasonal attractions such as skiing, etc."
074	"I guess not."
075	"Pretty well covered them. Main thing is directions and distance which we covered."

Resp. #	Question
076	"I have traveled across the U.S., and Minnesota should have more points of interest. Minnesota could put up more signs like continental divide, no signs at all and rivers and points of interest. Other states have them. No, I really don't have anything against billboards so if they want to put them back up it's fine."
077	"Other than having it more readily available for the people. I've had trouble finding maps for the state. To have more information off the interstate available."
078	"No."
079	"It all boils down to bottom sign on T - it tells everything. They can't find our place and it probably is due to lack of signs or no signs. When the signs were up they'd find our place. Signs should give directions and give a little bit of what they have. I think Minnesota is doing a good job. They have a big job to keep up."
080	"The problem they have caused me is they have detour signs up telling people to go around 59 and I understand they will be working on it until 1980 and they will wipe me out of business. Actually, it's open to local traffic. They have already educated people not to come here. I am down \$2,000 for the month of October alone and it will double. They could detour only 2 miles away but they won't on county roads. We have 33 units and normally we would have it filled and now its 2 or 3 a night. The state isn't interested in the business man how much they hurt him. I've increased the business through a lot of hard work and money and the state has discouraged them by detouring 100 miles around."
081	"As far as I'm concerned is maybe where there is a lot be specific and not show preference over the other. Give brochures that have specific information on them."
082	"I would like to see the favoritism to large national chains diminish and to get rid of those signs that they are allowed. I would like to see the results of this survey."
083	"Up here we need more shopping. There isn't much for stores. We need a mall or something."
084	"Get Lady Bird on the stick for doing something that is attractive and yet doesn't hurt the tourist trade. The thing I'd be in favor of is to relax a little on the laws on the restrictions of the signs where they are located. Not referring to interstate they have plenty. Put a restriction on signs to be neat and clean. As long as the state is concerned about the beautification I think rather

Resp. #	Question
084	than lay it all on resort, motel and hotel I don't think these implement dealers should be allowed to put old rusty junk machinery by the highway or dealers in junk to have them located by highways. Old buildings should also be kept up."
085	"We had 3 signs taken down in June. They were the last and we really have noticed a decline in business in the last couple years. The other two were taken down 2 years ago. We would like to know where we could put up these signs or what areas we could put them up in as our business has hurt without them."
086	"I think they must be doing a pretty good job. My husband is impressed where they have people working at the rest areas."
087	(No answer)
088	"More advertising. Lots of it. Advertise more for winter sports and spring and fall fishing. Need more for state of Minnesota. Snowmobilers covered, not fishing and winter sports."
089	"No, I can't say."
090	"They should put up more signs for truck drivers too and some of the tourists are really lost since Lady Bird needed something to do one day and took down all our signs. I know we could never go back to the same sign situation but we do need advertisements for our resorts."
091	"I know the information center in Cass Lake is excellent. They give out information and directions to people for all over the state not just Cass Lake area. I know tourists really appreciate this."
092	"No."
093	"Not really. I know we don't depend on the state for advertising. We do that ourselves if we want tourists to come here."
094	"Not really."
095	"No. I'm just glad something like this is being done. We've talked about this business of our signs being taken down at our resort owner's association meeting and I'll tell you this, everyone is really mad and upset because the tourists just can't find our places without signs."

Resp. #	Question
096	"They should make resorts be more standardized. I would like to see resorts be rated. I don't know if this is possible but it would be nice to have a state inspection of resorts. We have people come here that have looked at brochures of other places, thought they were good, put money down and get there and find out the place is a dump and the brochures were probably 10 years old. It puts a bad name on the whole resort industry."
097	"On the scenic route that we're on we just need signs. We just need some signs at least with our name and directions on them. We have so many tourists stop here that are lost and need directions. I know some of the resorts around here are putting their signs back up because they're so fed up."
098	"No, not right now. I guess the only thing is the amount of people that stop here to get directions to the airport and how far it is to St. Paul. They don't seem to have enough signs showing how to get there and how far the places are."
099	"I would like to say I feel it's a step in the right direction to be doing something about the highway signs. I'm really happy to see they are interested in our problems."
100	"I know our problem is our location off the highway. We just need more signs telling people how to get here. We have very little drop-in business, mostly because no one can find us if they don't have specific directions."

QUESTIONNAIRE  
AND  
INTERVIEWING INSTRUCTIONS



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Journal of Interpersonal Violence 27(1)

1

*Journal of Management Education* 35(1)

<http://www.sciencedirect.com/journal/journal-of-economic-surveys>

Figure 1

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1. *Field measurements* (March 1997 to March 1998) at 10 sites (Fig. 1) in the coastal zone of the Bay of Bengal, India.

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MARKETING DECISIONS, INC.

## TOURISM STUDY - RESORT OPERATORS

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Respondent: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

INTERVIEWER: \_\_\_\_\_

- 
- 1) What kinds of tourist information materials do you distribute?  
(READ LIST - CHECK ALL THAT APPLY)

- ☐ Your own brochures and pamphlets  
☐ State highway maps  
☐ Regional tourist maps  
☐ Other (SPECIFY): \_\_\_\_\_
- 

- 2) One of the regulations of the Federal Highway Beautification Act is to call for removal of nonconforming billboards on state and interstate highways. To your knowledge, about how many of the billboards in your area have been removed because of this Act. Would you say all of them, most of them, some of them, or none of them?

- ☐ All of them  
☐ Most of them  
☐ Some of them  
☐ None of them  
☐ Don't know (AVOID)

3) Would you say the removal of the billboards has caused an increase in the requests from tourists for travel information?

- ☐ Yes
- ☐ No
- ☐ No effect at all
- ☐ Don't know

4) Considering all the kinds of information which highway billboards may have supplied to Minnesota tourists, which absence of information is most frequently causing problems for the tourists you encounter, if any? (READ LIST)

- ☐ Specific names of facilities available
  - ☐ Descriptions of the kinds of facilities available
  - ☐ Distance to facility
  - ☐ Directions to facility
  - ☐ Identification of highway turnoffs to facility
  - ☐ Other (SPECIFY): \_\_\_\_\_
- 

5) Which kinds of tourism facilities do visitors to your area most frequently have trouble locating, in the absence of highway billboard advertising (READ LIST).

- ☐ Hotels and motels
  - ☐ Resorts, lodges and campgrounds
  - ☐ Gasoline service stations
  - ☐ Parks and recreation areas
  - ☐ Museums and historical sites
  - ☐ None
  - ☐ Other (SPECIFY): \_\_\_\_\_
- 

6a) How would you rate Minnesota state government programs for tourist information. Would you say that the information now available to help tourists travel about the State of Minnesota is Excellent, Good, Fair, or Poor?

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Don't know (AVOID)

6b) Why do you feel that way?

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7) How do you feel about the quality of road signing in general, in Minnesota? Would you say it's Excellent, Good, Fair, or Poor?

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Don't know (AVOID)

8) What kind of effect do you feel Minnesota's road signing has on tourist informational needs. Would you say the quality of Minnesota's road signing creates additional tourist information needs, helps to reduce tourist information needs, or has no effect at all on tourist information needs?

- ☐ Creates additional tourist information needs
- ☐ Helps reduce tourist information needs
- ☐ No affect
- ☐ Don't know

9) At present, Minnesota has directional signing that complies with Federal law. It consists of signs designating "gas -food-lodging-resorts-or camping", with either directions to take the next exit or directional arrows. How adequate is this type of signing to provide directional information to tourists? Would you say it is: (READ LIST)

- ☐ Very adequate
- ☐ Somewhat inadequate
- ☐ Not at all adequate
- ☐ Don't know (AVOID)

10) If Minnesota were to implement a more comprehensive tourist information directional signing program, what kinds of information do you feel would be most important to include on such signs (READ CHOICES)

- ☐ Names of facilities
- ☐ Kinds of services available at a specific place
- ☐ Mileage to facility
- ☐ Arrows showing direction of travel to facility
- ☐ Other (SPECIFY): \_\_\_\_\_

11) Are you familiar with the symbols that have been developed by the U.S. government for use on directional signs to depict the presence of food, gas, lodging and other kinds of tourism facilities?

- ☐ Yes
- ☐ No (SKIP TO Q. #13)

12) How important do you consider the use of such symbols, on directional signing in Minnesota? Do you feel it would be very important, somewhat important, or not at all important, to include such symbols?

- ☐ Very important
- ☐ Somewhat important
- ☐ Not at all important

13) I am going to read you a list of possible ways to make it easier to locate places of interest in Minnesota. I'd like to know how effective you think each would be, in meeting the information needs of Minnesota tourists, in view of the absence of highway advertising. For each, please tell me whether you think it would be very effective, somewhat effective, or not at all effective.

	<u>Very Effective</u>	<u>Somewhat Effective</u>	<u>Not at all Effective</u>	<u>Don't Know</u>	<u>Q.14 Importance</u>
More roadsigns giving specific directions to towns	( )	( )	( )	( )	_____
More roadsigns giving distances to towns or cities	( )	( )	( )	( )	_____

- continued)

	<u>Very Effective</u>	<u>Somewhat Effective</u>	<u>Not at all Effective</u>	<u>Don't Know</u>	<u>Q.14 Importance</u>
State-owned standard roadsigns listing up- coming services by name (such as Standard gas, Holiday Inn, etc)	( )	( )	( )	( )	_____
More roadsigns identifying the roads tourists are traveling on by route number	( )	( )	( )	( )	_____
More roadsigns giving directions to each specific state park	( )	( )	( )	( )	_____
More readily available state highway maps	( )	( )	( )	( )	_____
More manned tourist information centers	( )	( )	( )	( )	_____
More brochures and pam- phlets available through the mail for pre-trip planning	( )	( )	( )	( )	_____
Regional hotel/motel resort locations guides published by the state	( )	( )	( )	( )	_____
Sign. bays or plazas located at wayside rests	( )	( )	( )	( )	_____
Inexpensive maps showing locations of tourist faci- lities and attractions in individual regions of the state	( )	( )	( )	( )	_____
A telephone information system with a toll-free number tourist could call 24 hours a day for specific travel information	( )	( )	( )	( )	_____
A CB radio tourist infor- mation channel and service	( )	( )	( )	( )	_____

14) Reviewing the subjects covered in the previous question, please tell me how important you feel each of these factors would be in providing better information for tourists. Please indicate the number "1" for those you feel are important, "2" for somewhat important, and "3" for not at all important (READ LIST IN Q. #13 AGAIN.)

15a) Now, I would like you to open the envelope we have sent you and look at the four exhibits that were enclosed, marked "R", "S", "T", and "U". Which of the four types of signs that are illustrated, do you feel would be most useful and acceptable in helping tourists find their travel destinations?

- ☐ R
- ☐ S
- ☐ T
- ☐ U
- ☐ Don't know

15b) What do you feel should be done to improve the signs illustrated in Exhibits R, S, T, and U?

R. \_\_\_\_\_

S. \_\_\_\_\_

T. \_\_\_\_\_

U

---

---

- 16) Do you have any other comments or suggestions to make regarding serving the information needs of tourists within the State of Minnesota? Any others? (PROBE UNTIL UNPRODUCTIVE.)
- 

---

THANK YOU FOR TALKING WITH ME TODAY.





INSTRUCTIONS FOR RECRUITING RESORT OPERATORS

You may use the wording suggested, or paraphrase it, just so long as the message is clearly communicated.

ASK TO SPEAK TO INDIVIDUAL WHOSE NAME IS USED.

- A) Hello, this is \_\_\_\_\_ of Marketing Decisions, an opinion research company in Minneapolis. We have been commissioned by the Minnesota State Department of Transportation to conduct a research study of resort operators in the State of Minnesota. We would like to have you participate in this study. It will require only a few minutes of your time. May we include you in this research study?

( ) Yes

( ) No -- TERMINATE AND RECORD

- B) In the next day or so, we will send you some material, and will then call you to interview you about it. Please be on the lookout for a 9' x 12' brown envelope with the words printed in red, "IMPORTANT SURVEY MATERIALS ENCLOSED. PLEASE OPEN AT ONCE". We would like you to keep this envelope near your phone, as we will call you back shortly to ask some questions about its contents.

( ) OK, agreed to cooperate

( ) NO, TERMINATE AND RECORD



## Marketing Decisions, Inc.

JAMES R. FRANKENBERRY  
PRESIDENT

October, 1978

### HERE'S THE MATERIAL FOR THE STATE OF MINNESOTA TOURIST STUDY!

Just a couple of days ago we telephoned you and you agreed to participate in a survey we are conducting for the State of Minnesota. The purpose of the survey is to learn about the informational needs of tourists who are traveling in Minnesota.

Within the next few days we will be telephoning you again to conduct an interview with you to get your opinions on this important subject.

The enclosed illustration of directional signs will be referred to during the course of the interview.

Therefore, would you please keep this material right by your telephone so it will be handy to refer to during our short interview that will only take a few minutes of your time.

Thank you in advance for your cooperation -- we'll be talking to you soon!

Sincerely,

James R. Frankenberg



REPORT 4

QUALITATIVE RESEARCH :  
RESORT OPERATOR/PANELS  
FOCUS GROUPS REPORT  
STUDY OF INFORMATIONAL NEEDS  
OF TOURISTS IN MINNESOTA



## INTRODUCTION

On request of the Minnesota State Legislature, the Department of Transportation is studying informational needs of tourists and travelers in Minnesota. Marketing Decisions, Inc. has been employed to conduct an extensive investigation of these needs. As part of the overall study, two focus group discussions were conducted with Minnesota resort, motel and hotel operators, one on November 6 in Duluth and the other on November 9 in Minneapolis. Respondents who participated in these discussions were selected at random from a list of 2,348 names that was supplied by the Minnesota Department of Economic Development. They were recruited by phone, confirmed by letter and received a reminder telephone call the day before the group discussions.

The purpose of these discussions was to obtain feedback concerning the impact of the Federal Highway Beautification Act on tourists and providers of tourist facilities in Minnesota and the informational needs of tourists to Minnesota as a consequence of that act. In addition, attitudes toward other tourist information modes and their effectiveness were explored. The discussion outline and the sample of alternative types of signage that were explored in the groups are attached as Appendix I and II, respectively. A poster describing Vermont's signing system was also used as a stimulus for discussion. The discussions were tape recorded and transcribed. The transcription of both groups is provided in the Appendix.



A word of caution should be inserted at this point. Qualitative research of this type deals with small sample sizes. The findings are best used for hypotheses-generation rather than decision-making and should be viewed along with the results of the quantitative portion of this study.

## IMPRESSIONS OF CHAMBER OF COMMERCE ACTIVITIES

Awareness of and participation in chamber of commerce activities varied widely from those who are serving on the local board of directors to those who have no connection with chamber activities. Those who are involved in chamber activities feel that the chamber is doing a very good job, and they see the activities as promoting their businesses both indirectly and directly. Indirectly, the chamber develops and updates printed material about the area and sponsors attractions and events which bring tourists into the area. Directly, they provide such services as supplying resort owners with mailing lists of tourists who have requested information about facilities. The individual resort owner can then send their brochures to these people. Respondents have noted influxes of tourists due to chamber-sponsored events and feel that they have had positive economic effects on their businesses.

Respondents also mentioned participation in other organizations, such as, Arrowhead Association, Duluth Convention Business Bureau, Visitors Bureau, Motel Owners Association, North Shore Association. These organizations develop and distribute brochures and guides which list and describe individual facilities. Some feel that inclusion in these guides is a "must" for their business.

## PERCEIVED IMPACT OF THE FEDERAL HIGHWAY BEAUTIFICATION ACT

Respondents have very little specific knowledge about the Federal Beautification Act. Some feel or fear that all signs will eventually come down; others had heard that all motel signs will be restricted. They were confused or unsure as to exactly what roads are affected. They did know that the location and condition of signs is being controlled.

Most respondents did not have a good feel for how many signs have been taken down thus far. In the Duluth area it was estimated to be about 85%. A couple respondents had direct experience with having to remove their signs.

Respondents have mixed feelings toward the act. On one hand, they agree that signs can be a visual blight on the environment and a safety hazard. On the other hand, they feel that signs are essential both for tourist information and for directing and attracting customers to their businesses. They were described as, "American as apple pie." There was an overwhelming feeling among these respondents that the small business person was being treated unfairly as a result of this act. It was felt that the act has driven the price of signs so high that the small operator cannot afford to put up a sign. The cost of the location and a sign large enough and high enough to be seen from the highway is a major expense for the small business person, but a minor expense for a large corporation, such as Holiday Inn. It is also felt that while small companies/operators have complied with the removal of

signs, that larger companies have not and are trying to test the law in the courts.

At this time, the magnitude of the impact of the act upon tourists and tourism providers is difficult to estimate. Most of the respondents have not thought about determining the direct correlation between reduced signage and amount of business/income. It is generally felt, however, that those businesses that rely on "drive by" business, such as motels and restaurants, are suffering more than those businesses that cater to tourists who make advance reservations, such as resorts. It was felt that out-of-state tourists may have fewer problems, because they have prepared in advance for their vacation or trip. The effects were felt to be somewhat seasonal in that during the summer the demand for accommodations is high and the need for "drive by" business is reduced. In regards to all modes of tourist information and promotions, it was felt that more effort is needed to develop and advertise the winter tourist trade.

Highway signs that give directions and distances to Minnesota towns are felt to be adequate, and signage for state parks is felt to be good. There is, in fact, some feeling of envy for the state park signage. It is felt that they receive funds that allow for signage and other privileges, that a private operator cannot afford. This is seen as unfair competition.

Regardless of the type of business or the nature of their clientele, all operators are experiencing problems with tourists

not being able to locate their facility. This problem is especially acute for those facilities with remote locations that are some distance off the main highways. This is frustrating both for the customer and the provider. Resort owners have developed a number of methods to alleviate this problem. They have maps on their brochures and stationery. They have directions on their business cards and painted on the sides of their trucks. Even with these efforts, however, this appears to be a major problem. It led both groups into a discussion of maps, which will be covered in a later section of this report.

## INDIVIDUAL SIGNAGE NEEDS/REACTIONS TO CURRENT AND ALTERNATIVE SIGNING SYSTEMS

Many respondents expressed a need to have a sign or additional signs. They want information on how to obtain a state-owned sign and expressed a willingness to share in the cost of these signs. Most owners feel a need for two signs, one on the main highway and the other either on a secondary road or near their property.

The present signing system (see Appendix II, Sample U), is felt to be adequate for the first sign, but completely inadequate if it is the only sign available for their facility. As one respondent stated, "It tells the motorist, or the tourist, that that particular service is available, but it tells you absolutely nothing about the type of service, the quality of service, the uniqueness of an area. In that respect, it's totally inadequate." It's effectiveness is limited in areas, such as Brainerd, where competitive facilities are in close proximity of each other.

Respondents have a need for a second sign (or information source), that provides additional information about their facility. Most important is their name with directions and mileage. Of secondary importance is a description of their accommodations and availability (vacancy) information. A single sign (Sample T) best fits these needs, but respondents were willing to accept that this type of signage will not be allowed. They appear to be willing to compromise with a state-regulated sign that provides directions in a uniform,

uncompetitive manner, such as Sample S. There was one respondent, however, who felt quite strongly that if his facility was superior, he deserved a bigger, better sign. He resented the fact that poorly managed and maintained facilities would be eligible for a sign equal to his. He was willing to erect his sign at his own expense.

Respondents felt that these signs should not be discriminatory. To be fair, every business that pays taxes should be allowed to have a sign if they want one. They were quick to see, however, that this would lead to sign clutter again.

A logo system, as in Sample R, was not well accepted by the groups. As one respondent stated, "I would not like that for a resort--just a little sign with a bed on it." A logo used in conjunction with a name and directional and distance information, as represented by Vermont's current signage system, was more acceptable, especially if it could carry the facility's name. It was felt that an initial public education program to teach the meaning of the symbols would be needed. Operators stated that they would be willing to pay for such a sign, as long as the cost was "reasonable."

## FEELINGS ABOUT THE ADEQUACY OF OTHER TOURISTS INFORMATION MODES

### Maps: State and Local/Regional

The lack of Minnesota state maps is considered to be a major problem. Respondents do not know how or where to get a state map. As one respondent stated, "The State of Minnesota puts out a beautiful map, if you can only get it."

Operators receive many requests for maps from their customers. They use to get state maps by the case and give them out free. They would like to continue this service, but they can no longer get the maps. Some operators have tried to sell maps at cost or for a minimal charge, but they state that people are very resistant to having to pay for a state map. When asked for directions, they let their customers look at a map or they draw them a map.

It is also difficult to get a Minnesota map from service stations. They are no longer free, and the price is considered a deterrent, especially since the detailing is felt to be inferior to the state-issued maps.

Respondents appear to be willing to make a compromise concerning state maps. They will accept a map with lower quality paper and printing, as long as the details are good and they are readily available and widely distributed. One respondent suggested that a state map be made available upon request where auto licenses are purchased.

People are more willing to purchase a city or local map, because they are accustomed to doing so. Some operators buy



them and distribute them to customers. Other operators purchase advertising space in chamber of commerce guide books that have a local map in them. These books are then available in quantities and given free of charge to customers.

Information Centers: Manned and Unmanned (Sign Bays)

Respondents like the concept of manned information centers. They feel that the service is "personal." They like the idea that specific information about their accommodations can be given and an immediate call to check on vacancies can be made. They feel that the current tourist information bureaus have provided good service, but have been somewhat hampered by the fact that their hours are limited, they are only open for the summer season and they are few in number.

The concept of a sign bay was somewhat difficult for respondents to understand. They had questions about what it would look like, how it would function and how the information/advertising would be selected and controlled. When compared to a manned information center, it was felt to be less personal and more restricted in the detail of information that could be communicated. When viewed as an alternative to a sign, however, it was seen as solving some of the problems created by current signing. If a traveler sees a "Lodging" sign, he could pull off the road and get detailed information from the sign bay. To be most effective, the sign bays should be located in a large number of places, lit at

night to provide 24-hour service and include a pay phone, so that tourists can check on vacancies.

#### Hotlines: Toll-Free Phone and Citizen Band Radio

The concept of a 24-hour, toll-free, tourist information phone service is seen as a viable idea. It was felt to be especially helpful to night travelers and those who are traveling without advanced reservations. The only concern expressed was that there be enough operators to handle the volume of calls. Respondents also saw the possibilities for a promotional phone number where tourists could call to get information about the upcoming activities and events in an area. It was felt that this might be best handled by a local chamber of commerce.

The idea of a citizen band radio information service was not met with much enthusiasm. Respondents see limitations due to the fact that many people, including themselves, do not have CB's and they would not always be available to man them if they did. They could also see one CBer intercepting a request for information call and discouraging the caller from staying at a specific place.

#### Other Information Modes/Aids to Tourism

It is felt that as a result of the Beautification Act, more printed materials are needed. Resort owners would be willing to supply their brochures if the state would distribute them. They are also willing to pay to be included in a state-issued guide book, if that book would be mailed free to out-of-state

tourists and made available for them to give to their customers free of cost. There was little or no awareness of the current division of the state into tourist areas. Many did not know the name of the area in which they are located. One resort owner, who was knowledgeable about the promotion, said that they could not afford to advertise in the brochures.

Respondents felt that the State of Minnesota is doing a good job in promoting tourism, but needs to increase their budget so that they can do more, especially in television advertising. Many respondents mentioned the Canadian tourism advertising as being the kind of thing that they would like to see Minnesota do. One respondent cited Nebraska, as being a state that has nothing to offer in comparison to Minnesota, but does an excellent job in promoting the state. They recognize that the state is beginning to do more advertising and mentioned this fall's campaign as a good example. They feel, however, that "Minnesota just doesn't even scratch the surface on what they could do with a little bit of financing to be able to promote tourism." This is seen as especially important in the face of increasing competition from other vacation spots, such as Hawaii and Mexico.

Respondents also suggested the following as means for improving tourism in the state:

- 1) Horse racing
- 2) Amusement areas, such as a zoo, out of the metro area
- 3) More events, such as snowmobile races
- 4) Road improvements that will ease weekend traffic to resort areas, e.g. Highway 169 to Brainerd

APPENDIX I  
Discussion Guide

NOVEMBER 6 &amp; 9, 1978

## DISCUSSION OUTLINE

TOURISM INFORMATION FOCUS GROUPS

- I. CHAMBER OF COMMERCE INVOLVEMENT IN MEETING TOURIST INFORMATIONAL NEEDS
  - A. KINDS OF PARTICIPATION
  - B. INFORMATION MATERIALS USED
  - C. PERCEIVED IMPORTANCE OF CHAMBER OF COMMERCE'S ROLE
  
- II. KNOWLEDGE OF FEDERAL HIGHWAY BEAUTIFICATION ACT
  - A. KNOWLEDGE OF ACT'S REQUIREMENTS
  - B. ATTITUDES TOWARD THE ACT
  - C. PERCEPTIONS AS TO HOW MUCH NONCONFORMING SIGNAGE HAS BEEN REMOVED IN THEIR AREA
  - D. IMPACT OF ACT OF TOURIST INFORMATION EFFORTS.
  
- III. PERCEIVED IMPACT OF THE ACT ON TOURISTS AND PROVIDERS OF TOURIST FACILITIES IN MINNESOTA
  - A. MAGNITUDE OF PROBLEM
    - 1. ESTIMATED PERCENTAGE OF TOURISTS AFFECTED
    - 2. REGULAR VS. REPEAT VISITORS
    - 3. RESIDENTS VS. OUT-OF-STATE TOURISTS
  - B. NATURE OF PROBLEM
    - 1. MINOR INCONVENIENCE OR
    - 2. FACILITIES BEING MISSED, GIVEN UPON, OR NEVER DISCOVERED

C. WHAT FACILITIES ARE AND ARE NOT AFFECTED (I.E., THAT TOURISTS HAVE DIFFICULTY LOCATING)

1. BY KIND OF FACILITY

- HOTEL/MOTEL
- RESORT/LODGE/CAMPGROUND
- GAS/AUTO SERVICE STATIONS
- PARK OR RECREATION AREA
- MUSEUM/HISTORICAL SITES
- OTHER

2. BY LOCATION OF FACILITY

- THE FACTOR OF KINDS OF ROADS SERVICING FACILITY  
(INTERSTATE, PRIMARY OR COUNTY)
- THE FACTOR OF LOCATION FROM THOSE ROADS

D. IN WHAT WAYS PROVIDERS OF TOURIST FACILITY ARE PERCEIVED TO BE AFFECTED

1. ECONOMIC AFFECTS, IF ANY
2. PERCEIVED CHANGE IN ADVERTISING USED BY TOURISM PROVIDERS, SINCE ENACTMENT OF BEAUTY ACT
3. OTHER PERCEIVED AFFECTS

E. BASIS FOR THE ABOVE PERCEPTIONS OF IMPACT ON TOURISTS AND TOURISM PROVIDERS.

#### IV. INFORMATIONAL NEEDS OF TOURISTS TO MINNESOTA AS A CONSEQUENCE OF THAT ACT

A. GENERAL ATTITUDE TOWARD MINNESOTA STATE GOVERNMENT'S TOURIST INFORMATION EFFORTS - THEIR PERCEIVED COMMITMENT AND EFFECTIVENESS.

- B. WHAT LACK OF INFORMATION IS CAUSING THE PROBLEM
  - 1. LACK OF SPECIFICS ON NAMES AND/OR KINDS OF FACILITIES AVAILABLE; OR
  - 2. POOR IDENTIFICATION OF TURNOFFS; OR
  - 3. UNKNOWN DISTANCES, DIRECTIONS TO FACILITIES
  - 4. OTHER PERCEIVED INFORMATION NEEDS
- C. WHETHER PRESENT ROAD SIGNING EITHER MITIGATES OR IMPLICATES THE PROBLEM
  - 1. INTERSTATE
  - 2. PRIMARY ROADS
  - 3. COUNTY ROADS
- D. KNOWLEDGE OF AND ATTITUDES TOWARD SIGNING ALTERNATIVES
  - 1. MOST IMPORTANT INFORMATION TO BE INCLUDED
  - 2. ATTITUDES TOWARD:
    - OFFICIAL BUSINESS DIRECTIONAL SIGNING
    - LOGO SIGNING
    - SYMBOL SIGNING
  - 3. ATTITUDES AS TO HOW TOURIST PROVIDERS SHOULD QUALIFY FOR SUCH SIGNS AND PARTICIPATE IN THEIR COSTS
  - 4. OTHER SIGNING PREFERENCES
- V. ATTITUDES TOWARD OTHER TOURIST INFORMATION MODES AND THEIR EFFECTIVENESS, PARTICULARLY IN SUPPLYING INFORMATION PREVIOUSLY PROVIDED BY ROADSIDE ADVERTISING
  - A. MANNED INFORMATION CENTERS
  - B. STATE-PUBLISHED STATE HIGHWAY MAPS

- C. BROCHURES AND PAMPHLETS FROM STATE
- D. HOTEL/MOTEL/RESORT LOCATION GUIDES PUBLISHED BY THE STATE
- E. TELEPHONE OR CITIZENS BAND HOTLINES
- F. INEXPENSIVE MAPS FOR SMALL GEOGRAPHIC AREAS WITHIN  
THE STATE
- G. SIGN BAYS
- H. INTERPRETIVE CENTERS
- I. INFORMATION BAYS AT WAYSIDE RESTS



APPENDIX II

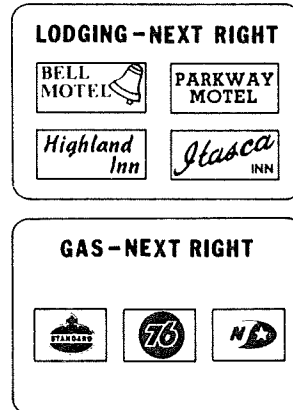
Alternative Types of Signage



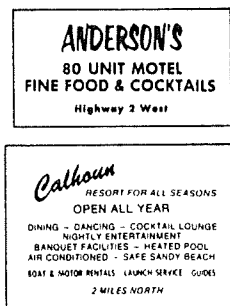
R  
Logos



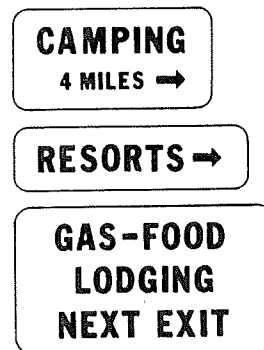
S  
Sign cluster



T  
Single signs



U  
Present sign types





### APPENDIX III

#### Transcription of Focus Group Discussions



MEETING OF RESORT OPERATORS - November 6, 1978, Duluth

Moderated by James R. Frankenberry

- P: We can start out. I'd like to have you tell me if you're involved at all with the Chamber of Commerce in your area.
- P: I am. I'm primarily connected with tourism in connection with the Convention Bureau of the Chamber of Commerce.
- M: How does that involvement manifest itself? What do you do?
- P: Personally.....as a member of the organization, I may have to be on the Board of Directors in connection with the Convention Bureau.....serve on some committees. Primarily, the job of the Convention Business Bureau is to try to get people into the City of Duluth, and once they are here, to try to serve them, and make them want to come back.
- M: What do you have to do with the Chamber, personally?
- P: I serve on the Board. I serve on committees. I put in some time helping to formulate plans and programs for the Convention Bureau.....and fund raising, and.....
- M: You said that you're involved, too?
- P: I'm not on the Board of Directors, but I go to committee meetings, and so forth, as he does.
- M: Yes.
- P: From my standpoint.....oh, excuse me....Chambers....Chambers are all pretty much alike from one town to another town. You're promoting your businesses and developing attractions

P: to the city and, as you say, you're trying to bring people into Duluth and keep them here, and from the same standpoint, we're trying to bring them up to the Shoreline and, specifically, the Southern Bay area, to see what we have to offer and come back again. I'm a member of the Chamber, from the business standpoint....I'm also on the Board of Directors for the Arrowhead Association, which is specifically oriented toward tourism, employing the same.....

M: Right. Do your Chambers prepare informational materials for tourists?

P: They're always in the process of doing so and much more updating it. For example, in our instance we are trying to develop, through bills, an informational type of center very much on the same level as the Information Center in Virginia and from this standpoint....what we have....now we are promoting and will continue to promote....but we're also looking into the future and we are trying to update that information for the people involved by brochures, advertising, paid advertisements in circulars and newspapers, something of this nature.....

M: Mm-hm...

P: Yes, the Bureau produces a whole host of brochures.... guides to museums, curiosity shops, cross country skiing.... the Bureau just recently got out a guide in packaging for downhill skiing....and informational material for conventioners when they come into town....for convention planners....again,



P: advertising, we do some joint advertising, along with other organizations in Duluth.

M: How important is the Chamber of Commerce to you?.....as a resort or motel operator?

P: We feel that it is very important.....again I separate the Chamber of Commerce from the Visitors Bureau.

M: Yes, please do.

P: We are the Convention Bureau; we're not the Visitors Bureau. They're in the same office, but they are two separate organizations and, of course, you know, obviously the Chamber of Commerce is important to us, but more important is the connection with the Visitors Bureau, because they go after our type of business.

M: Myron, how about you?

P: Well, I'm a member of the North Shore Association....we own this building west of the river.....and each individual member is listed under listed mileage from, like Duluth to here, so that they check their mileage and stuff....that's basically the only involvement I have.....

P: I might add that that organization does a darned good job... they put out a nice piece of material and distribute it very well.

M: Are any of you familiar with the Federal Highway Beautification Act?

P: Not the Federal Act.

M: What Act are you familiar with?

P: Well, I just.....Cleaning Up The Billboards Act.

M: You are?

P: The details of the Act I am not that familiar with...the ramifications of the Act I have become more familiar with.

M: What are those ramifications?

P: A good share of the signs are coming down. We at one time had, oh I would say, fifteen, twenty signs....today, we have five or six.

M: When you say, "we", who is that?

P: The Edgewater Motel.

M: OK. Where were these signs?

P: All major arteries leading into Duluth.

M: Which highway, specifically?

P: 2, 53, 61, primarily.

M: Those have been taken down?

P: Some of them have. Well, most of the original ones are down. The ones we have now are commissioned highway signs, primarily.

M: Clarence, are you familiar with this Act?

P: No, I'm not. We don't do anything other than institutional advertising.

M: Dean?

P: I'm assuming I am, if it's becoming an extending arm of what the State is doing.

M: If you think you are, then the answer is that you are. Now....how many signs have been taken down in your area?...to your knowledge?....or would you guess?

P: I really have no idea.

M: Do you feel that it's been a lot?.....or a few....or.....?

P: I was going to give you a percentage, rather than specific numbers....maybe something in the area of 85% of the signs. We don't have a lot to begin with. There weren't a lot to begin with, and the multiple of facility.....motel and resort may have more than one sign, of course, so now we're looking at the prospects of only one sign advertising that one business on one major highway. If that's the essence of the question, then I would say 85% of the signs have come down.

P: Did yours come down on 61? Because I don't remember seeing it the last time that I went up to the Shore. Or maybe I just missed it?

P: I would assume that this is also a ramification of the Federal Act. When a sign is there and it's in a delapidated state, why it is advocated that it comes down. And I assume that this is what happened. That was before I had the resort, so what the State did then was put up a State road sign somewhat of the same nature pointing to the access road. That's all I have on 61.

P: Yes, that's what.....as I say, we lived up in that area. I lived at Medford City for 15 years, so I'm familiar....I don't remember seeing it the last time I drove by.

P: Did you get the mileage on it?

P: No....no. It's a State road sign. It will say "Black Slate Road Resorts"...that's all I have on Highway 61. Also, that's the same as on Highway #1, going to Finland, the

P: only thing I have.

P: I don't think that it's any concerted effort, but I would think that probably the vast majority of signs that came down are the smaller signs, privately owned signs, where the particular businesses don't have any decent backing to be able to....

M: Why do you feel that way?

P: Again, it's not a concerted effort by anybody, I don't think. I just think that some of the bigger companies, sign companies, particularly, did not tear down the signs when they were ordered to tear down the signs, and there was testing in the courts, etc., where a lot of smaller... we, ourselves, took some signs down that we found out later we thought we would not have had to, because the smaller individual complying with the laws had already taken them down.

M: OK. This is really the heart of the issue that we want to talk about today....what I'm going to ask you next. How big a problem has it caused, taking these signs down, in terms of tourists getting information about how to get around the state? Based on your knowledge?...that you think? How big a problem has it caused, if any?

P: In essence, for the whole state?

M: Well, you can only speak for your area.

P: For the area, OK. So, when people come into our area, how big a problem has the sign taking down caused?

M: Right.

P: Probably a very drastic one. My only arm is going to be brochures, pamphlets or a considerable amount of shared advertising to other media. That's the only arm I have. Because there is nothing along Highway 61 or along Highway #1 which says what I have and what I have to offer, and Highway #61 is the main artery into Canada. When they pass by Beaver Bay, if they didn't see my sign, if they didn't know what I have, if they haven't picked up a brochure some place along the way, they're driving right on past and I can get hurt in that instance.

P: Also, when it's an extent that an area can represent itself, just a sign that says, "Gas, Food & Lodging" can be one gas station, one lodging facility and one restaurant and you don't know if it's a Truck Stop or the best place in the State of Minnesota; so an area that may be a very, very excellent area to stop and spend some time and look around is represented in the same light that a 4-cornered stop is, with just those facilities.

P: But I can see the other side, too....

P: Well, that's right.

P: I can see a person coming into the area and being clouted by signs. That's what's overclouting.....Pennsylvania still has signs along their.....

M: I appreciate that side of the issue but right now we're just talking about impact on tourism, I'd say, and the need for information. We can talk about environmental issues later. Now what about you, Frances, do you feel

M: that taking down of these signs has had any impact?

P: Well, yes, because you're not....for example, Duluth has the depot and many other things to offer, other than just the lake, and I think you're not.....

M: Well, to your knowledge, has anybody come up to you in the course of your doing business here and, you know, had a problem getting around, you feel, as a result?

P: Oh, yes, we definitely need more road maps.

P: We in Duluth have a serious problem with signs....coming out on Interstate 35.

P: A terrible problem!

P: Coming out on Interstate 35, you drop off and there's not even a sign that points toward downtown.

P: Oh, the first thing you know they're up on the hill....

P: It's a common complaint of tourists that, you know, like they get up on Selby Avenue and end up over on top of the hill before they even know it.

P: It's certainly a bad problem.....we call it our Mickey Mouse road.

M: Well, you know, how do residents versus out-of-state tourists....did you detect any difference in their perception of a greater need? Do you think that out-of-staters seem to have a greater need?

P: No. Minneapolis people seem to have just as many problems as out-of-staters do.

P: Just because they live in Minnesota doesn't mean they've been to Duluth before and they need just as much information

P: as anybody else.

M: Yes.

P: The only thing that I can add here is that most of the out-of-state people, I believe, are looking for information prior to getting on the road and they're going to write in for the information and make a reservation.

M: That's an interesting thing you point out. So that instead of....the paradox would be that the Minnesota tourist might need more sign information than the out-of-state person who might be better prepared. Would you agree or disagree with that?

P: I agree with that.

P: I agree with that.

M: You agree with that?

P: They're on their short weekend jaunt, and they want to get some place, but they don't know where they're going.

M: Yes. Now, the problem that's caused by....lack of information, we'll call it, OK?.....we'll include in that, signs, brochures, maps, the whole thing, OK?....for the moment. The problem this causes, would you say that it's a minor problem or a major problem for you in the tourism industry?

P: If my resort were the only income that I had, it would be a major problem. If I were open the year around, it would be a major problem.

P: Yes.

M: How about you, Frances?

P: this makes it a little easier.. For buildings, for example, if they want to go to the Arena, I always use the Radisson as a focal point, tell them, "you turn there".

M: Do they ask you how to get to recreational areas and parks, or what kinds of information are they asking about?

P: All kinds.

P: I think that there's a lot of Winter business that isn't being picked up in this area because of the lack of advertising by the States, even in the State Park, including cross-country skiers, and so forth. For example, a lot of the cross-country skiers I have who come and stay with me in the Winter time don't have any idea of what's even available up there.

P: This is where the State tourism is going to help you.

P: Yes, well, I realize that.

M: Do you feel that, or let me ask this.....in your experience, is there an economic impact as a result of this sign problem?

P: There has to be. If we are in agreement that it is a major problem in regard to tourists getting to our location or finding what they want when they come to an area, then it also has to be an economic factor. One is a part of the other one.

P: People are inconvenienced by the service orienting, and if you don't provide the service, they're not going to come back. Whereas if you have good signing and good information, then an individual coming into town is welcomed,



P: gets involved in the activities that he wants to, plus maybe he finds more than what he thought was available when he came, he's going to enjoy himself, he's going to tell others, and he's going to come back. It will be a major effect.

M: What's your attitude toward the State government's tourist information efforts? How do you feel about it?

P: Outstandingly good. It think that it's going. It's getting off the ground.

M: Why do you feel that way?

P: Well.....you mean from a knowledgeable standpoint?

M: Well, yes. You know, if you have a reason for feeling that way, what is it?

P: The amount of the monies which are becoming available. The corporate drafts to aid small communities....or large communities, too, in the establishing of tourism type settings, camps or resorts, or whatever. It is the money which is available, the amount of advertising that they're putting forth, that is now and which is coming. I think it's on the right step. I don't say it's necessarily overwhelmingly superior to what it should be, and I use there as my reference other states. You know, I keep looking (I graduated from Nebraska) and Nebraska really doesn't have a lot to brag about, but when you want to go some place, if you are a tourist, you pick up some magazines, brochures and you see the whole state laid out. They do a good promotion job. It's fantastic how they can advertise

P: not available.

M: You were talking about not having so many so that people can see the trees....

P: Well, to me, it's.....the last couple of years now, let's see, when the signs started coming down in Minnesota, you could see the trees, you could see the streams, you didn't have this clutter of signs. We have....one of our distributors is located in Maryland so on the way we hit Pennsylvania, as I was mentioning before. Pennsylvania still has all of their signs up yet, so you go through Ohio - no signs. You hit Pennsylvania, all of a sudden there are signs all over the place. To me, the sign, it's a portion, true, beautification is the problem, but No. 2, it's safety, too, because as soon as I hit Pennsylvania, I'm trying to read all of these signs, and finding out where this is and what it's about. That's another hindrance, safety -- so I can sympathize.

M: OK, well, what other kinds of information or materials do you think should be made available? Maps? Or brochures? Or what kind?

P: From the State?

M: From the State, from the Chamber of Commerce, by yourself, from any source.

P: I would say, as much as we can put out.

M: What kinds would be most useful?

P: First of all, maps.

M: What, a State map?

P: State maps, all maps are hard to find now. A good quality map. The State of Minnesota puts out a beautiful map, if you can only get it.

M: OK, what would you think about a lesser quality map that would be more available? Would you rather have more of a....

P: Better than nothing, there's no question about it.

M: Let's see, that map is current in several colors, hm? Supposing it were just, you know, less.....?

P: Well, I'm just looking at the detail on the map itself. The map itself is of beautiful quality.

M: You mentioned that you used to get a case of maps and go through them in a season, right?

P: Yes.

M: How many do you get now?

P: None.

M: You?

P: None.

P: We just have the City maps.

M: How about you? Do you get any?

P: We would buy them by the case, and we would use them up in a season, and what we didn't use, we donated to the school. That's when they were free. In 1974 they were free. In 1975 they weren't. And after that, you know, as long as we had to pay for them, for the quantity, we just didn't. Not because we couldn't afford it, though, but the tourist who comes in and says "Have you got a map?" and we say, "Well, it's going to cost 25¢", and they

P: don't want that. They don't want to pay for a map. It's a deterrent.

M: Well, if things change, you know. Is that still true today? That they don't want to....?

P: I think so.

P: I don't think so because.....I'd buy a map. I bought one in the Cities and I was glad to pay the 25¢ to know where I was going.

P: I'm probably the guy who goes down to the next gas station and says, "He's charging me a quarter, can I have a map free?". I'm probably this kind of a guy. What I should be doing is giving the maps out free.

M: No, that's your business, you do what you want. I'm not, you know, trying to indicate anything one way or the other.

P: I'm just..... I feel that the price is a deterrent. That's what I'm saying.

M: Sure, that's fine.

P: Well, now we have a City map, and the Chamber puts out one, but our company buys advertising in the City map, which is much more detailed, and we do buy a map which we give out to our customers.

P: That is true, I think, in most cases, in most localities, most states, most cities. That I'm accustomed to -- buying a City map, even if it costs a dollar, but a State map I'm not accustomed to buying.

P: No, if it's a State map, I don't buy it. But if it's a City map, I do buy it.

P: Also, if you are buying at a gas station, Minnesota State maps aren't even available there and they sell their own brand, I don't know, I can't remember what they are but they're a cheaper quality map and they don't have as much detail, and I think that there should be a little more detail for Minnesota State maps, I don't know how or through where, even if they are charged for.

M: How do you feel about some of these options that were listed here as alternative source of information? We can just discuss these for a little bit....More road signs giving specific directions to towns. Do you feel that's effective?

P: As far as highways, locations of towns, mileage between towns, I think the State does a pretty decent job. It's not too tough to find a town.

M: Well, why did you make the comment that you did about finding downtown Duluth?

P: You don't have any trouble finding Duluth, but once you get into Duluth, then it's terrible, when you get down in....

M: Is that a good jog?

P: No, that is nothing. My reference was primarily out on the road. Once you get into the town, yes, we need far better signs.

M: Who should put those up?

P: I guess the State Highway. The State's got the responsibility. I don't think the City has. In fact, the City has been fighting with the State to get better signing. Because the City has no authority to put the signs up.

M: Yes. How about more signs giving distances to towns or cities?

P: I don't think that's a problem at the present.

M: How about State owned standard road signs listing up-coming services by name?

P: I agree with you.

M: You'd like that?

P: Yes.

P: Yes.

P: The only problem there is if you put one on the other end of Duluth, it would take 197 add-ons to get to it.

P: That is the problem.

M: How about more signs giving directions to each specific State park?

P: That's been signed pretty well, too.

P: I think so. I feel strongly on that point, really. I'm in competition with the State parks, in essence, and they will usually get.....well, because more money is available through the State for State-owned recreation parks, they can do the things that I can't do, so I'm a little envious.

P: Well, I know for a fact of one park where they have been cutting down on the number of camp sites and largely making a nicer park out of it.

P: Right.

P: I can agree with that. I guess I'm looking at the signs specifically and thinking, "They can put out the nice.....",

P: the road divides, you know, you have a slower amount of speed limit from 55 down to 40 or 35 and you have these nice approaches to get into the gates, that's something which I don't have. Something which I find difficult to afford.

M: Sure. What about, I see the word "Manned Tourist Information Center"....(and that word is going, too, I suppose)... "Personed Information Center"?.....Do you think there should be more of those?

P: Yes, and on the job longer, probably. I still don't know....along the road at the end of the London Road here. I don't know when that place was opened. I haven't heard about that yet. Maybe it's my bad timing.

P: That's your Association.

M: Is that the one you spoke of?

P: I don't know when that's opening.

P: Well, I can't really....they're closed for the season now. I don't know whether or not they're there late at night, but there's a problem where they hire young girls to take care of the place, and it's just too dangerous to have them there late at night.

P: I can see that.

P: The billboard effect is just as effective, I believe. It isn't manned. You can still get information across, but you won't have the "personalness" and maybe the specifics will be hindered. For example, do they have a swimming pool? If there's nothing on the billboard that

P: says "Swimming Pool", the person can ask questions. It's more personal.

M: How about if the State were to provide you with inexpensive maps, showing locations of tourist facilities and attractions in this area?.....in the area that you.....generally in this area?

P: I think that it's a good idea to have.....by inexpensive I guess the question is, the quality of the information, not so much the quality of the piece of material. It doesn't have to be in 4 colors and it doesn't have to have a lot of beautiful pictures on it, and so forth, but the information they're giving has to be quality.

P: That's true, but if we're getting maps like this, if the State is going to furnish maps like this, I'd like to see them in full color.

P: Oh, sure.

P: The question was, an inexpensive map, that's in lieu of, if you can't get anything else.

P: Right.

M: What do you think of this idea?.....Telephone information system with a toll-free number? The tourist could call 24 hours a day for specific travel information.

P: I've paid for that in the past. The State did it, and I was not very successful with it, if I recall correctly, about seven years ago.

M: What happened?

P: That was primarily in 1974, if I recall correctly, when



P: during the gas crisis the Department of Tourism had a toll-free number primarily for weekend travel, to give information as to what gas stations were available and open, and that type of thing. But the idea also expanded to tourist information, and we don't think that it was very successful.

M: Why not?

P: Well, Number 1, the handling the numbers of calls gets to be a problem. One toll-free line for all of Minnesota for all tourists, well, the logistics of it, for the expense, the money probably could be spent better elsewhere. How many operators did you need to disseminate that amount of information that would have to be given out? If the program was to be effective, it would have to be available to anybody who called at any time and to give them information, it takes probably a five-minute phone conversation. Now you've got calls coming from throughout the State of Minnesota -- you just get bogged down and I would suspect that if it were done properly 75% of the calls would be busy. Because they just wouldn't be able to handle them.

P: I feel that it's viable to use something like this. Maybe, specifically, from the standpoint of a weekend tour, out of Minneapolis, or maybe even out of Duluth. Someone who wants to go someplace fast and doesn't have time to think about it, he hasn't time to write anybody, but they want the assurance of getting to a place without the

M: No. A sign day.

P: Then I answered the question wrong.

P: Just drive in, there's no attendant on duty.

M: Right.

P: Just a big billboard telling your particular....you don't pay for it, of course, to put your advertising in. But I can put my brochure in it, my flyer, and a person can come up and look through the gallery and say, "This is a nice place to go to".

M: How do you feel about that?

P: Well, it's....let me step back to this where you were talking about making a cheap local map on it....when a building isn't attended, the map and the brochure are tacked on where they can be read from outside the building, and then getting to this question, it does detail each one of us who are listed in it, are on there, so I mean, all this is basically done for the North Shore members who belong to the Association.

M: Did you have any more comments that you want to make about the sign days?

P: I don't know if I fully understand what sign days are.

M: Well, he was describing it well.

P: Well, does that mean a billboard type of sign?

P: Usually you see them three-faced. You'll be driving.... there's a roadway which is provided for you and the sign will look like this, and be filled with particular advertising brochures, flyers of the particular facilities

P: that were put in there. This is more so, I think, done within a city. For example, the city of Silver Bay would put one of these up. People coming into the town would be able to find the different stores and shops that would be open to the public. Just a sign, a big sign....and it's usually lit 24 hours a day.

P: But you mentioned brochures. How do you distribute the brochures?

P: The brochures aren't distributed. Sometimes there are pockets that are available but that, again, went. So they put everything under glass. And you either write it down as a tourist or you remember it, and that's what you do.

M: How do you feel about having your establishment advertising placed like that?

P: I feel that anything that is available can be used and it's going to be valuable.

M: OK, now.....I want to show you some signage alternatives. I'd like to have you tell me what you think of these. On this sheet there are four differnt types of signs. Which do you think would be the most useful?....R, S, T, or U? They might all have different ones.

P: T is....well, T is the most useful if I owned that sign. But if I'm driving along the road and I see that sign and I can't read it as quickly as I would like to read it... I'm looking at this from a safety standpoint.

M: Well....

P: Well, yes, part of T is a poor sign.

M: Yes.

P: Just by sign standards....because maybe it's missed the point. I believe U is a good sign. It tells you what there is, but then there should be a secondary information type setting, which is available to the public. First, they see the sign, they see "Camping - 4 Miles". OK, then there should be a brochure available that you can pick up some place. Maybe it's that billboard, maybe it's at an information center...

M: OK....now this one I only have one....

P: I think that S & U could be used in conjunction together, U on the main road, and S after they get off on the major chrome. You have an S sign cluster set set up.

P: Except again it doesn't tell you anything about the main...

P: You mean S doesn't?

P: Yes.

P: And yet it tells you more than U tells you.

P: What I was saying before, you know I said I should have a bigger sign because I'm improving my place, and...

M: Right.

P: ...and places that are run down shouldn't have much of anything advertising them because they're not doing the job? This is saying something in this same regard here. If I want to say more, if I want to have a bigger sign, then I should probably have to pay for this myself and to pay for the spot on which it's located. But if the State can facilitate me to get a good sign, a readily

P: readable sign on the road that will attract the people to the resort and then, using S as a backup, that isn't too bad. Even though I haven't paid for the use of sign S, the State has provided that.

M: Yes.

P: If I wanted to give more information, I think I should do that myself and pay for it myself. That would differentiate my business from the guy who's not doing anything.

P: That gets back to the beginning, I guess, and cause of the need for this type of thing. You wouldn't purposely sign again if the Federal Government would allow private industry to be able to do its own signs, with guidelines. But the guidelines are so restrictive now that there's just no place to put signs up. If there were sign spaces available with realistic guidelines for good-looking signs and without cluttering up every inch of the road, the problem would be solved. And then you would be fine. All the State would have to be able to say is "Camping - 4 Miles" or "Resorts - Gas, Food & Lodging", or whatever, and then private industry could....but I guess that's a moot point with the laws we have.

P: Well, now you're getting back.....to advertising budget, sign budget, where I allocate maybe \$200 a year and you probably have \$4,000 a year.

P: That's true.

M: Did you have a look at this one, Ernie?....What did you think of the solution that Vermont has? Is that an

P: improvement over what is here in Minnesota or not?

P: Well, I think that basically it's the same thing except that the international figure is on it.

M: OK.

P: All you'd have to do is put "Minnesota" in there and you can just....

P: Look for the sign, huh?....  
(LAUGHTER)

P: If you can't get the information off one way, you can get it off another.

M: How do you feel about these signs, Lee?

P: I guess I really don't know. They serve a purpose, in giving everyone even and equal and fair distribution and I can agree with that.

M: Well, let me ask you this....Does it do any good to put up a sign that says, "Resorts" with an arrow?

P: First of all, it says, Resortss" with an s, and we're the only resort on that road, so it's an error, from the State's standpoint, there. People will come in and say, "Where are the other resortss? And there aren't any other resortss.  
(LAUGHTER)

P: Well, they read the sign, at least, they know that there's a resort on that road, some place, or many of them. They serve a purpose, they have to, I think. It's doing a job.

M: Well, there is such a sign, then, by your place? Is it

M: getting any business for you?

P: It's on Highway 61.

M: Right.

P: The most efficient sign that I can use for my place is one which describes my facilities.

M: Do you agree with that?

P: For this Vermont deal....then about all you'd be adding on is a little thing in there, so they'd put your name on as recreational.

P: If I would have brought a flyer along, it's advertised as a family fun resort. I have a miniature golf course. I have a....it's a fishing resort. It's a camping resort. It's a lodging resort. We have food; we have gas. When you have a resort, you run a whole gamut of things. Some people come to a resort and they see a resort sign and something has to go into their mind like, "This is blank, blank, blank, blank." They may think, "Oh, that's a fishing resort, let's go there". So they come to my place and find out it's a trail bike resort.

P: Until you get standards for terminology, like Holiday Inn. When somebody says, "Holiday Inn", you know what a Holiday Inn is. Every Holiday Inn has a restaurant. Every Holiday Inn has a pool. You know all of them aren't exactly the same looking, but they have the same facilities. So when somebody says "Holiday Inn", they know it's the difference between its qualities and Best Western Inns. Best Western doesn't mean the same thing, because Best Western can run

P: the whole gamut from a 10-unit motel to a 500-room high rise in a downtown metropolitan area. Best Western doesn't have that kind of standardization and it's the same thing with a resort. A resort -- Kings Mountain Resort doesn't tell me anything. It means there might be two little cabins down the road, a little place that has a dock that rents boats.

M: Well, I wonder if we're coming down to a possibility which might be that if it is difficult to make signs more specific, from a practical standpoint, within the present laws, then doesn't the need call for more kinds of printed information?

P: Well, this is what we have to do. That's what we've been doing.

M: Well, then, another answer.....you're answering another question, too, and that is that as a result of the law, more printed information is required. Is that true or false?

P: Yes, I'd say that's true. It creates distribution problems and all that.

M: Well, then, let's talk about printed information, so that I make sure that I have a clear understanding. We talked about maps and the fact that you're having a lot of trouble getting 4-color state-wide maps. Are you willing to pay for those, or.....?

P: Well, that's the way it is right now.

M: How much are you willing to pay for them? Because I gather



M: that that is a problem, the cost of those maps.

P: Well, some.....from my standpoint, I feel like this.  
If I can get my printer to make me a 3x3 map of Minnesota, with my place starred on it, and then I can provide my information, my specific information, being certain not to talk about anybody else but me, that's what I would rather spend my money on than a map of Minnesota, which is not saying anything about me. In fact, the 1974 map of Minnesota has Lacs Lake on it. 1975 doesn't have Lacs Lake on it, so why would I want a 1975 map?

M: What do you mean it doesn't have Lacs Lake?

P: It doesn't have Lacs Lake on it. 1975 doesn't.

M: As a place to stay?....or as a.....?

P: As a lake.

P: It was a mistake.

P: As a lake, as a name, as a road, as anything.

M: It was a mistake?

P: No, it wasn't. I was saying that's how they're still being made. But Woodalls, or Rand-McNally put us on. You know what happens, don't you? The page-- it's free advertising. Each year they send you a questionnaire to fill out. They tell you how many people are subscribing to Rand-McNally or to Woodall's, and you get a free listing. It tells the people exactly what you have in about 10 inches worth of space, length-wise, on one line. It's all coded, and camper or tenting unit will read this and come. But you're on that map and

P: they know where you are. That's a valuable tool. AAA has something like this, too, almost exactly the same thing. Now we're using instruments outside the State's means or control, but we use them, too.

M: What would you like the State to do?

P: To provide.....to go into competition, or something like that?

P: Better information.

P: To go into competition with Rand-McNally would be very hard because you have to do things on a fair, equal basis and you're working on a fair, equal basis. That's what you have right now.

M: Mmm-hmm.

P: If you want to give me more advertising, then you have to give every body else more advertising and back to the Ladybird situation again. I don't know how to fight this. I don't know what a person might do from this point. The State might provide better signs than what are out, besides the green and white ones. Better signs which are a little more specific, and this has been mentioned and mentioned. Something like mileage. OK, "Camping - 4 Miles". A little more information than what's on the signs right now. "R" doesn't say that much. It says, "Tenting". It says, "Food". It says, "Lodging". It says, "Turn right".

P: I think it's still lacking in giving highway information. There's a host of.....sure, I'd like to see the State of Minnesota get into more informational type things. Maps,

P: in particular, we've got to have, but all types of information. There's a host of things. North Shore could do something. The City of Duluth could do something. The Duluth Motel Association could do something. The State of Minnesota could do something. But you have distribution problems, where a sign is a stable thing and everybody who drives by sees it, and under the existing laws just, "Resort" or just, "Camping" just doesn't tell you anything. So I guess that I would be in favor of the sign being the type of thing that if you do have a need for information, you can pull out and get the information and get detailed information on a particular area. But in order to do that, you've got to have an awful lot of sign days.

M: Well, the sign days, then, for you, is a good compromise?

P: It's a good compromise.

P: It could.....as long as the State of Minnesota can have control over what goes into it. Somebody has to control it, otherwise the guy down the road who is selling his car is going to stick his "For Sale" sign in there, too. Somebody has to control this and say, "Yes, you can put your sign in here".

P: I'd like to add to this, also. A sign day should be lit at night. It should be a 24-hour service.

P: Yes.

M: OK. I have another short questionnaire that I'd like to have you fill out.



MINNESOTA TRANSPORTATION GROUP - RESORT OWNERS IN SOUTHERN MINNESOTA

November 9, 1978, Minneapolis

Conducted by Marilyn Rausch for Marketing Decisions

M: First of all, I want to thank you all for coming out today, and as I told Chuck, I promise you that we'll be done before the snow flies today, which I have my doubts about now. My name is Marilyn Rausch and it's part of my job to talk to groups of consumers about various things. Sometimes I talk about products; sometimes I talk about services. And today you've all been asked to come to talk about tourism in Minnesota and its effects on your business. And you are all resort, motel or hotel owners, and just by way of introduction, I think we'll go around and ask each of you to tell us your name, where you're from, and what kind of business you're operating. Let's start with Chuck.

(AT THIS POINT, RESORT, HOTEL & MOTEL OWNERS INTRODUCED THEMSELVES.)

M: Well, we have a good variety here, all the way from Summer only resorts to all year around hotels, so it's a good group. I'd like to start out by talking a little bit about your awareness of anything that the Chamber of Commerce, either for the State, or locally, in your area, has been doing, as far as giving information to tourists about what's available and any kinds of contact you've

M: had with them, any experiences. The Chamber of Commerce. Have any of you had any experiences with the Chamber of Commerce?

P: We've had good experience with our Chamber. It's active, and they do take part in some of the big shows that they have down in the Twin Cities. They also send out a mailing list to each resort owner, to everyone who writes to them, and they send it out to us, and we've had very good results from that.

M: OK. Now the list that they send you are people who are looking for information:

P: People who are looking for information and write to their Chamber.

M: Do they mail out any information that you know of that would include things about your resort?

P: We have a Lure book....the Chamber has a Lure book that they mail to us.

M: OK. So you think it's worthwhile for you? It's been a profitable experience?

P: Very definitely.

M: Any one else? Any experience with the Chamber of Commerce?

P: We haven't had any experience with the Chamber of Commerce in New Brighton, but when we were up North, the Chamber of Commerce was very helpful. They promoted the area which Gull Lake....Gull Lake is strictly a tourist area in the Summer and pretty much in the Winter, too, now, and the Chamber of Commerce has really done great things in that

P: area as far as attracting business, you know, and tourism in the area and, of course, invariably, as a business man, you're going to benefit from it, you know. So my experience is that the Chamber does do a lot of good. I won't say all over, but my experience has been good.

M: Did you feel that up there when you had your restaurant that you got business that came directly from the Chamber people who were looking for a place to....?

P: Yes, because the Chamber advertised the area, you know.... not the individual business, but the area, and the Chamber helped, now like, for instance, in Nisswa, every Wednesday the Chamber conducted turtle races, and it's known all over the State. If people with children come in the radius of 20 miles of Nisswa, on Wednesday, you know that when you've got 400 and 500 people flocking in to a town that probably has a population of 247, you know, that it's going to benefit every business man, maybe not a lot, but you take the overall, you know, the whole Summer, it does add.

M: Yes. Good. Anyone else have any experience with the Chamber of Commerce? Have you seen any of their materials for your area?

P: My wife takes care of that.

M: She does? OK.

M: Don, any experience that you've had?

P: No, but, of course, we're only about two weeks into the business. We just bought the place.

P: OK, so it's fairly new for you. One of the areas that we're

M: that we're going to talk a lot about today has to do with the kinds of advertising and signs that are along the roads, that are used to indicate, not only where your place might be, but where a local place of interest is, where Information Centers are, where State Parks and various other recreational area are. And a lot of what we're going to talk about today has to do with the Federal Highway Beautification Act, and I guess that it's important for us to know what you know about that Act. Do you know anything about that Act?

P: Yes, I do, because we had to take down one of our signs because of it.

M: OK, you had to take down one of your signs because of the Act.

P: Yes, because of the Beautification Act. This was a year ago.

P: Everybody has to take down all the signs, nowadays, anyhow.

M: Does anyone know what the regulations are?....or....?

P: Some highways apparently are not affected, for some reason, or some areas. I don't really know, but we have one sign on a different location and we haven't heard a thing on that.

P: Doesn't that just apply to highways funded by federal funds?....I mean, that Beautification Act. They haven't enforced it that much on State highways yet, have they?

P: They've started to.



P: Yes, well, I suppose...

M: OK. What is your understanding as to what signs, what the regulation for signs are supposed to be, what signs can stay and which signs are going to go?....do you know?

P: Well, I think some of the signs...they have different rules. They have to be near intersections, near a place of business, within 900 feet, and all sorts of things like that. And the ones that are strictly legal, it seems to me that they are leaving them up, and taking down the ones that are not.

M: OK. Anyone else know anything about?.....

P: But they have to be a certain way up the road, don't they?....have to be a certain distance from the right-of-way....

M: OK. There are some regulations as to where the signs can be placed. OK, are there any other regulations that you know of, about the signs?

P: Well, I don't think you can go and just make a home-made sign and slap it on there, even if it is the right distance. That's only allowed for the politicans during election.  
(LAUGHTER)

P: They have to be in good shape. If they become dilapidated or run down, they will take them down.

M: OK.

P: Well, there's a couple of....like up in Aitkin County out here, they're regular street signs...like the City has put them up for a couple of resorts up there, along the

P: lakeside.

P: There are a couple of those.

P: A couple are on 169...Farm Island Resort, they have one.  
I don't know how you'd even get them.

P: This is what I.....it says "Farm Island Lake Road",  
that's what it says....

P: No, it says "Farm Island Lake Resort"....

M: OK, so you'd be interested in finding out how you can get  
one of those?

P: Yes.

P: Yes.

P: Yes.

P: I would, too.

P: Yes.

M: OK.

P: Because I've seen some where there's a long road and  
there's only one resort on it, and it will have the name  
of that resort on that little highway sign.

P: That's right. We're about 5 miles off the main drag,  
you know, on the North Shore of Forest Lake and along  
on Highway 61, there's nothing there that says that  
there's a resort out there at all. Not a thing.

M: OK.

P: Or they allowed just small ones, they put them in like  
fence poles, and that was up farther North, you know...  
and now they're all gone.

P: Is that financed by the....?

P: No, they make their own, these were made by resort owners.

P: These that you spoke of, that are up now, is it a large sign that you've seen. You don't know who finances them? Is it a piece of plywood, 4 x 8, or something?

P: No, it's metal. It looks more like a speeder sign, something like that.

M: So, it's like a regular highway sign, something that you might see on....

P: Something like you see on the new Zoo, when you go to the new Zoo, they have all their signs, "The New Zoo This Way". They've got the signs somewhat centered.

P: I wasn't aware of those signs until, of course I've always traveled between Brainerd and the Cities, but there's nothing there, but I think it was in June when I took a trip up North on 35W to Duluth, and I was, really I was quite impressed, by the signs that say, "Food"... "Lodging", "Hospital"... you know.

P: And I was looking for a place to eat lunch and I thought, "Well, I'll take my chance, so I got up the highway and there was another sign, "Food", "Gas", "Lodging", with an arrow pointing that way. Now, I was quite impressed by that. Now, why can't that be done Statewide? You know what I mean, it's not showing any favoritism, because there is no advertising, it just lets the traveler know that right there you've got it. "Food".... "Gas".... "Lodging". One said "Gas and Lodging" or "Gas and Food", you know, so that people who saw a sign saying "Gas and Food",

P: you know, OK, there was no lodging sign, so apparently there was no hotel, or cabin or anything. Now, I thought that was great! But, as I say, that was the first time I've seen it. Since then we've taken a trip to Fergus Falls, up North there, and they have pretty much the same thing there now. We had planned on driving all the way to Crookston. We left Minneapolis about 8:00 o'clock in the evening, oh maybe later than that, and we had planned on driving all the way to Crookston. I just want to show you how well those signs work....and it was about 2:00 o'clock in the morning and I could tell that it was hard for my husband to drive and my husband is the kind of person who won't let me drive, not when he's in the car, but anyway, so finally I said, "What do you think? Shall we stop?" He said, "Yes, if we can find a motel." OK, fine, so I started looking. All of a sudden there was a sign that said, "Lodging". I said, "OK, pull off, there's got to be a motel". So we got on a little country road, you know, off the main....there was another sign, "Lodging - That Way", so we turned, we found a motel, we got a room and had a good night's sleep, but when you travel in the middle of the night and all of a sudden, especially on a 4-lane, well, "Exit 28-A" doesn't mean a blooming thing. You know what I mean? So I think that it would probably be a darned good idea if it was done State-wide.

P: You'll find that Southern Minnesota has....they're putting in all those signs Statewide....oh yes, I was down in

P: Winona, all along there.

P: I haven't been.....well, maybe it's going to be Statewide. That probably would eliminate the problem of the signs and everything.

M: Well, we're going to talk about some different kinds of signs and what you might want to see for your own area, but I'd like to finish up just a little bit on this Beautification Act. How do you feel about the Act? Some of you have a little bit of knowledge about it. Adele, you've got some experience with having to take down a sign. Is the Act something that you think is worthwhile or is it something that you think is detrimental?

P: I don't think it's worthwhile.

P: I figure that if the people can keep their signs up and keep them clean, they should let them have them.

P: Well, I feel that way, too, pretty much, but I do see that in many places, it does get to look pretty bad. There are so many signs, however, since our signs have come down, we've gotten to realize, "Well, most of our business doesn't come from our signs, anyway". It's mostly all booked ahead by reservations. So I guess that I agree with the Act.

M: OK, so your experience has been that it didn't hurt you?

P: Right.

M: How do you think that the new Act and the new signs and regulations are affecting the amount of information that the people driving through the area are getting?.....the tourists?

- P: People driving through the area....in our area....would usually look for an Information Booth, if they want to stop and find a spot, so there's no problem there.
- P: But I also feel, though, that if there was a sign telling people that your place, or his place, or my place, or anybody's place, was at a certain place, a lot of people driving through, would stop just to see what the place was like, where they might not go to find an Information place.
- P: Yes, that's true.
- P: I think that sometimes people travel looking for a place. They've heard of a certain place, the food is good, "you've got to go there", you know, you've had friends tell you the same thing, all right, so then, they know the general direction, and then, naturally, that is when they start looking for the sign, you know. Now, I do think that there probably could be some, I've got to try to find the right word -- it's hard to find one, sometimes - if they could come together and have specific signs, you know what I mean, uniform signs, shall I say? You know, where somebody's got a sign, you know, with purple writing on it, you know, and the next one's got a purple sign with green writing on it, I mean, why couldn't they be nice signs?
- P: You're speaking of something like a barber's pole?....everybody has the same type?
- P: No, not really, I mean, but I don't know if anyone of you is familiar with Breezy Point. Now Breezy Point has all uniform signs. They are redwood, you know, and with the

P: letters carved in. They're not so affected by the weather. They look nice and neat. Now I'm not saying that they should all be redwood, but I mean, why couldn't there be?... you know what I mean, so that people could have their signs?.....

P: Something like that with the name of each of the different place?.....

P: Yes. Yes.....and still it would look attractive because I'll tell you, probably most of you don't realize but when it comes to signs, there's been articles written about the corner of Bar Harbor Road and 371 in the Sunday paper because that corner is so detrimental to the area because there must have been on that one particular corner, about 150 signs.

P: This was up in Brainerd?

P: Yes, everybody who could write made their own signs. Sure, some of them were pretty signs, you know, put by by Advertising firms, but everybody who just went there.... and there was a lot of rigamarole when the State said, "No, this is really bad". But it was bad. You know what I mean. It looked like an entrance to some Shanty Town. I've seen it.

P: Yes, and I mean, let's face it, Gull Lake area is an expensive tourist area. It's not a cheap area, and there they had that corner so cluttered up that it was embarrassing And this is why I say, places have got to advertise, and let's face it, highway signs are almost an institution. You

P: don't see them in Europe, but you do see them in this country. They're as American as apple pie, so why can't people have them? But let them have their stipulations what they can't put on, because signs cost money, regardless of how they pay for them, you know.

M: Does anyone have an experience where someone has come to your place and said, "Boy, did I have trouble finding this!"

P: One a weekend.  
(LAUGHTER)

M: Once a weekend does this happen? OK, you've only had your place for two weeks, but you're out of the way a little bit....

P: I know, but I had a band coming up from Newport for an audition last night, and they, with no signs, had a hard time finding it, though.

M: How do you help these people, knowing in advance that they're going to have -- is there anything that you, yourself, have done, to make it easier for people to find your place?

P: We have a little map on all of our letterheads, envelopes, that show the location.  
(ANOTHER RESORT OWNER ENTERS AT THIS POINT)

M: Is it Clara Myers, is that it? OK, Clara. Would you like some coffee, or?....

P: Oh, yes, thank you.

M: Clara, we're talking about road signs that help people



P: find where your place is. And, let's see, you have a motel in Albert Lea.

P: Yes, that's correct. I tell you, we repossessed that last June, so we don't have a sign up.

M: Oh, you don't have any signs up because...

P: We repossessed the place, and they had taken down the signs.

M: We're talking about people who show up at your place and say that they've had a hard time finding it. Is that an experience that you've had?

P: Well, you see, we sold a motel fifteen years ago, and we ended up having to take this one back. You see, we've only been in there for a few years. We're remodeling it.

M: Yes.

P: And what we find, not so much that they couldn't find the place, but surprise.....surprise about the other place, but they don't say that they can't find it. But we are on 4 lanes. We have 6 highways coming into each other...we're on 4 lanes.....

M: So you're right on a main road, then? Back to the question I had asked, has anyone done anything themselves, to help their customers find their place?

P: We have business cards with directions, because our place is almost impossible to find.

M: OK. Business card with directions on the card?

P: On the back side.

M: OK.

P: It's pretty hard to follow directions, so that anybody looking can find it....

M: So yours says "Highway 18, 6 Miles-West of Melmo?"

P: It's in between Garrison and Melmo, and it's pretty easy to find that one.

P: A lot of people get lost. There are a lot of resorts up there....

P: And we're on a County road between two Federal highways, and we have made a little actual sketch, part of a map, which shows them exactly where it is. And this is on our letterhead and envelope.

P: OK, right on your letterhead?

P: And we send out all kinds of brochures, too.

P: We were up to the Minnesota Motel for a meeting here this Winter and they brought up that topic.

M: We've been talking about that Act and....

P: We were wondering if we could put up some road signs. We'd like to get some up.

M: You would like to get some up? Do you know what the regulations are and all?

P: Well, what they said at the meeting was that they were trying to kill all the road signs for motels. Now, whether the new governor will approve of it, because he's been a very hard worker, you know, down around in Winona and around there, but we do want some signs.

M: You want some? OK.

P: The Beautification Act....that's the Federal regulation

P: Act, is that correct?

P: You know, as far as sending out those maps and things, on your letterheads, and the like, that's fine, but how many people, when they want to go there, can find these? You know they throw them away, or they've gotten lost.

P: We have advertising on our truck. We've got a map, from Mille Lacs Lake, and where we are on it. We had it painted on, things like that. That helps a lot. People see our new truck, we have the phone number and everything.

P: Especially in your type of business, it's a cinch, you know, people go out looking in a certain area for a place, a sign does help tremendously, you know, especially if you're looking for a supper club that's open tonight, a sign does help. You know, somebody says, "You go three miles, and then you come to a little road, and there'll be a little yellow mail box there, and on that mailbox.....  
(LAUGHTER)

P: ....100 feet past that mailbox, and then you turn left".  
Now that's kind of hard to follow.

M: OK. How many of you use CB's?

P: We had them for a while.

P: Didn't like them.

P: Not at all.

M: How would you feel about.....a service that CB'ers could use to call in for information on locating places or finding lodging or a place to eat in a certain area?

P: Well, there's a new place just opened up last week, down

P: and their sign said \$12.88, so this week we put up a sign and went to \$11.40 plus tax. But you have to get all of the CB's, every one of them. You don't have it on the sign in Albert Lea, but when you come in from the west from Worthington, they have it on the signs. Coming in from Rochester, they have it on the signs.

M: OK, how are the CB'ers?....

P: Well, I don't know....they're selling like everything!

M: So, you think that, somehow, that it's?....

P: Well, are there any regulations on advertising on CB's?

P: You can't give the price, but you can tell them that you have a vacancy, because I've been asking around, and this gal in Albert Lea who helps people, she told me that you can not give the price, but you can say, "Well, Cozy Rest has so many rooms vacant tonight, if you're interested". That's her suggestion.

M: Some of you have resorts....

P: The problem with the CB is that you have to be there to answer it all the time, and your resort has a big area, and you're not always right there when....

M: What if there were an Information Center that people could use their CB's to call in.....it wouldn't be you, individually, who would be giving out the information, but an Information Center that would help tourists locate your place?.....so if anyone were to call in and say, supposing someone wanted to call Adele's place, Morningside, if I were to say, "I'm Watson, and I'm trying to find Morningside, how do I find it?".....

P: I think that we need an Information Center, not just for looking for any special place, but for people to find vacancies when they're, you know, people sometimes go on vacations at the last minute and they don't remember roads, and just climb all over the state, in all different area I know that there is one in the Cities but its only function is to....

P: The same way in Garrison they have an Information Booth and they're open once a week.....fishing season they're open, hunting season they're open. They're open all during hunting season.

P: The State Tourism office, I think, is the name of it. It's in St. Paul and they only have certain hours.

P: You'd never find that at night.

P: There again, that would never do the job that a sign would do because.....an awful lot of people, believe it or not, who don't have CB's.

P: I don't mean just for CB's....I mean where people can pull in, too.

P: Well, they have some places like that, too....I'm pretty sure that it's open all night, like a triple A deal. You can call and find out what hotels are open at night, or what restaurants, gas stations, so if I ran out of gas on Highway 65, then the Highway Patrol could pick me up, and he could call in, as to where a person could get gas.... I know that....

M: What about an 800 toll-free number that people could call

M: in for various kind of tourist information?

P: I think that would be better than a CB.

P: They had that for a while, because....

P: Yes, that's what I was.....

P: But when I tried to find out what it was last Summer, I couldn't find out anything about it.

P: I know that at a lot of the truck stops, you can get brochures, and things of that type.

M: If they were to give out information about your particular place of business, what kinds of information would you like them to give out?

P: Hours.

M: Hours? OK.

P: They do up there, we have a map and then the Aitkin paper once in a while gives out resort owners deals....we have a woman who comes out once a year, from Garrison, and they make up a paper and they give this paper out. It's a regular ad.

M: And do you buy an ad in this paper?

P: Oh, yes.

M: Anyone else do that? Buy an ad in a local newspaper, shopper, anything like that for....?

P: We even have it on the radio station.

M: You have it on the radio station?

P: We don't advertise locally, because our business does not come from the local area, but we do advertise in the St. Paul newspaper.

P: Well, there's a lot like, oh, shoppers guides, and things like that, in which you can advertise. We haven't tried that yet.

M: Are those methods effective for you in getting business? Do you feel as if you're getting business from them?

P: Yes, I feel as if they're very effective.

P: Very effective.

M: OK.

P: Even in the restaurant business, it's effective. If you advertise at least twice a week, yes, it does help tremendously, in the restaurant business. But I mean that if you draw people, like in the hotel and resort business, where you draw them from out of the area, well, then advertising in those papers doesn't do much good.

P: Well, I think that our customers do our best advertising for us.

P: Right.

M: Word-of-mouth?

P: Yes. We're open, you know, for hunting and opening of fishing....weekends, Monday, Tuesday...and so forth, and a lot of people like that because there aren't many places up there that are open practically all the time, like that. There are only about three of them, I think.

M: So overall, it seems as if everyone is saying word-of-mouth is the best way, in the long run.

P: Right.

P: You were saying about an 800 number that a tourist could

P: call in....I think that one of the main things would be availability, and be able to know the different price range....because, you know, somebody might call and say, "I don't care what it costs, I want rooms for my wife and my three kids, and I want a swimming pool....", all this kind of thing, and there might be a person who wants a resort or room for one night, you know, or for a week, or whatever, but his finances are more limited, so I think that the price range should be available, and what the place has to offer. And not only that, it's the area, you know, I mean, somebody might want something in South Minneapolis, somebody in West, so OK now, "Where do you want to go?" "Where do you want to stay?" "Well, I kind of like the West side of Minneapolis, close to Robbinsdale, you know, because I've got an old aunt that I want to visit". OK, then, the 800 number should be equipped with for right away locating places,...to Robbinsdale. Where are the places that are available, and the price range, so that they could accommodate them there.

P: With the accommodations that we have, well, we get people who come in late at night, well, and say that we don't have the water hooked up, and so forth, and they don't care.... they just want a place to sleep.

P: We've had that happen a lot. We just rented out what we shouldn't even be renting out. We can turn the heat on for them, that's about it.....no water, no stove, but nobody really seems to care.



P: Well, I think that your resorts down farther in Minnesota, a lot of your ice doesn't go over there, the way it does up North.

P: We're up North, though.

P: You're up North?

P: I'm in the Cities now.

P: You're in the Cities now?

P: Yes.

P: Our local advertising does a lot for our place.

P: I think it does a lot for us, too, however with local advertising, local people know where the place is. It's the people who are coming, like we also advertise in the paper here in the Cities on Sunday, people who come out of the Cities, a lot of them don't know where the place is and there's nothing there to tell them how to get there.

P: OK, I want to go back to the signs. I think that that will probably be one of my pet beefs....

M: Well, let's talk about the signs....as signs are coming down in your areas, and regulations are being enforced in the Beautification Act, how do you see this affecting your business?

P: Well, there are many people just dropping in, which has its good points and its bad. I mean if we're full, we don't want them, but if we're empty, why we'd like to see them.

P: Yes, in our business, we like to see them drop in.

P: That's right.

M: And you feel that signs are essential to having people drop in to your place?

P: I feel that a lot of people on Sunday afternoon, a beautiful Sunday afternoon, they'll go out riding and they'll see a sign and they'll say, "Let's stop over there, and see what it's like".

M: OK.

P: Well, I think that this Beautification program is fine, except one thing: it does not take into consideration the small businessman. Ok, fine. Now, this lady mentioned the Holiday Inn. Ok, fine, there's a lot of those with financial resources behind them. They can abide by the rules because if they have to make their signs 200 feet high in order to be seen, they have the money. That gentleman there with the supper club can't do it. That's why I think there should be uniformity in the signs. Do you see what I mean? It hurts the small guy because he can't afford to put the kind of sign up that will show from the highway, like Holiday or Naegle, well, he has his own advertising company, so he can put any kind of sign up that he wants. The same goes for all of the other big corporations. We can't compete....I can't compete. Now we have a sign that doesn't do us a darned bit of good because it can't be seen from the highway, but if I want our sign to be seen from the highway, we'd probably have to raise it up in the air another 50 or 60 feet and I haven't any idea, I mean, I haven't even asked what it would

P: cost, because I want to sleep at night. We just raised our sign at the motel and it cost us \$1500.00 to put the arm like that, and it will probably end up \$2000.00... and what is \$2000.00 to places like the Holiday Inn?....I probably shouldn't be picking on them, but....I think that those people who are sitting there, and thinking up those things, fine, I'm not criticizing them for thinking them up, because I think the signs were a mess, but they have kind of a tendency to forget the little businessman and they kind of forget that it's the little businessman who really, actually, pays for all of that stuff, and all those people, because the big corporations don't pay. In comparison to income, big corporations do not pay the taxes that the little guy pays, and yet, where does the little guy ever get any consideration?

M: Well, hopefully, some of the things that you're telling us right now, are going to get back to where they do have some consideration....

P: I hope so!

M: If you were.....a lot of you have said that you would like information on how to get up a sign, on a certain road, or a certain place, for your place of business, what would you like that sign to say?....what kinds of information do you think are essential to make that sign something that's going to help your business, and where would you like the sign to be, on what kind of road? First of all, what would you like that sign to say? What are some of

M: the things that....let's start with Don, because you've got a real problem there. Where would you like this sign to be, and what would you like it to say?

P: Well, actually, I'd like two signs, I'd like one on Highway 61, where they exit off on County Road 2, and I'd like one on 97, where they exit off there.

M: Those are State highway, do you know?

P: Yes, I think they are.

M: And what pieces of information do you think are important for people to know and to be able to find your place and interest them in coming to your place?

P: Well, I think that they should know it's a resort and a supper club....

M: OK.

P: And I don't know...I suppose they, I don't know what else you would put on it.

M: Anyone else have any ideas? Adele, what kind of signs...?

P: If it just had our name on it, that would be enough.

M: Your name would be enough? OK.

P: Yes.

M: Any other pieces of information?

P: The name, and how many miles.

M: Miles, number of miles. Is that important to anyone else? Are they far enough off of the....?

P: I think that's true. The number of miles makes a big difference to a person. You don't want to start off, and then come along a long, winding gravel road, and not know

P: how far you have to go.

M: OK. Name, and number of miles. Anything else?

P: Food and Lodging.

M: Food and Lodging, the fact that you have....

P: Like for our supper club, I think that we'd like to also have hours on it.

M: Hours. Is that....now you serve food, too?

P: Yes.

M: Would hours be important to you?

P: No, I don't think so, we serve any time.

(LAUGHTER)

M: Whenever anyone wants to eat, huh?....

P: Well, we just put this sign. What we did we had "Cozy Rest Motel" here. Then down here, we had "Truckers and Commercial Men Welcome"....but up here we had "Singles, \$11.44".... and you can't imagine what that sign has done in the last week. It's hanging away from the main....and it's hit from two sides on the freeway.

M: Yes. And you say that you elevated it so that it's high?

P: Yes. But they can see it from Forest Lake. Before we were not catching any, this past Summer, no commercial men and no truckers, but since we've put up this sign, we have. Of course, our business is different from a supper club, or resort, you know. Our is just a regular motel, you see. And maybe that wouldn't apply to these folks at all.

M: But the two pieces of information that you think have been important to you is that you stated the price, and you

M: stated that truckers are welcome.

P: Yes, because Big Ace went right in....and they have a sign, just like this here, and they have "Commercial Men and Truckers", and they have \$12.88. That's the reason why we dropped down.

M: You're meeting competition, huh? You can't join them, so you have to....

P: Now, personally, I have a motel, but my personal opinion is that nobody should be allowed to put prices on any sign. If one is allowed, and then everybody should be. Availability, but no price, and that goes for everybody, for every business. That goes for car dealers, if they come to Donald Duck, for example, and get a car for less than \$4,000, I feel that their prices are their.....to let people know that the place is there, how to get there, availability, but not price.

P: I don't think the prices would help that much, because....

P: Because if she's \$11.40 and the other guy's \$12.88, and she's five miles farther, the other dollar isn't going to mean much, I don't think.

P: It would to me.

P: She feels that the price is....

P: Yes, but if you keep on like that with prices, they can choke you, so you have no choice. Like down South, now, you go any place down through Florida and Arizona, and Arkansas, and they're out for their price, because I've traveled in every state -- I sold motels, you see --

P: I've traveled every state in the United States, and even down in the southern part of Iowa, you have your prices. Not so much in the northern part.

P: Like your resort area?

P: No, I don't think it would appeal to that.

P: I think you're just causing competition, though.

P: I think availability -- that's what signs are meant to show, now it's a regular advertising thing.."Charcoal States".... "Alfalfa Sprouts"....

(LAUGHTER)

P: You know what I mean. This is just about what it amounts to, I think, let people know the place is there, how to get there and what for, and what there is.

P: I think so, too. I think that they should regulate the signs, you know, so that they're nice-looking and everything, and they don't have to be cluttered up, just let people know that you're there.

P: That's right, and how to get there. You know, the essentials. I mean if the sign is going to be cut-throat, so one person is going to advertise a fork for \$4,899 and the next one is going to advertise it at \$4,897, what is that?

M: OK. Let's look at....I want to show you some samples of some different types of signs. First one there is under R, it's just logo, and is that kind of what you were talking about?

P: Yes, pretty much, pretty much. This is what is used all over Europe, the logos. They use those all over Europe.

P: Except on the restaurant part, a lot of times, it's just a coffee cup and saucer on the sign, that means they only have snacks.

P: I wouldn't like that type of sign.

M: OK. How would you feel about those kinds of signs on the highways near your establishment?

P: I wouldn't want them.

P: This is more what we are using, over here.

M: We'll get to that one. OK, you don't like them...they're....?

P: I would not like that for a resort, just a little old sign with that on.

P: Hmmmmm. It doesn't make much sense to me.

M: Don, the sign, the second one there, that is for a restaurant, do you think that kind of sign and the locations that you were talking about having signs, would help your business?

P: Well, I can't say it wouldn't help our business, but I think that I could think of a nicer sign.

M: OK. Let's go on to the next set of signs. They're the... it's the sign cluster there, under S.

P: They show "Gas - Next Break". OK, at 2 o'clock in the morning, not one of those stations is open. They should have times on those, as he said.

M: OK, for those of you who have resorts or motels, what about that first sign there? It says, "Lodging - Next Right", and then it has a little sign with your resort name.

P: That would be all right. If it told how many miles.

M: If it told how many miles. OK.



P: OK, when you come up on the highway, you look at a sign like this that says this, then you know that it's around, but where?.....where are you going to find it?

M: OK. Not giving enough information?

P: As she was saying, you can go off the highway anywhere, and you can see the sign, and find the place.

P: Except when you pick the next drive and you get off there, and where do you pick....when you come to another road, there's got to be another sign there, do you go right or left?

P: I'd like to say something here...

M: Surely...

P: When you're looking at the sign, rather than at the specifics that are on the sign, think of the idea itself, the idea of advertising "4 Miles to East or West", might be more complete information, but the idea of having a larger size on several.....you know, when you're looking at all the different signs, I can see that you're getting into content, and I don't think that really, for the purpose of this discussion, you know that it isn't meant to be that there could only be a name there. Maybe it could have the mileage, or something.

P: That would be nice, huh?

P: Even a sign like this one here, this is the sign cluster, the one that we're talking about, even a sign like that will let people know that they're there.

M: OK. It gives you more information than the first, the logo

M: type sign.

P: I think it does.

M: The single sign. Single signs might be something similar to what you have here now, or....Adele, did have, is that the type of sign....it was a sign that advertised just your resort, is that correct?

P: It might be a nice sign to have, but it would have to be in bigger letters, because if you're on the highway and going 55 miles an hour, it's pretty hard to read.

P: It's not hard to read.

P: Those two signs bring us right back to what they're trying to eliminate.

M: OK. How do you feel about that? That those are the kinds of signs that they're trying to eliminate, is that what you pretty much feel is going to be out? That you're not going to be able to advertise like that?

P: My feeling is that they're all going to be out.

M: Is that your feeling, or your fear, Don?

P: Well, both.

P: I thought they were kind of good, but I mean, you know, that...like that Calhoun, well, you almost have to stop...

P: Yes, that's what I say, the lighting, the big lights...

P: And, I mean, "Open all year -- dining, dancing, cocktail lounge, nightly entertainment, banquet services, heated pool", well....

M: Is your business with those kinds of things, Christine? Would that be something that you would like to advertise?

P: Like that Calhoun? Gosh, no! I want to advertise availability, and they can come and find out what I've got to offer.

M: OK.

P: You know, leave a little bit to....

P: Well, you have to leave a little to their imagination, or they're not going to come....

M: Well, that's a good point. U....are the present sign system. These are the signs that are being used right now.

P: I thought that they were very effective. I was very impressed.

M: OK. May I have comments on those?

P: Yes, I'd like to have one like that out on the highway that would say "Resort - 5 Miles". If people are coming to our resort, we're the only resort on the lake up there on that side, you know, so if it says, "Resort - 5 Miles" and an arrow pointing, I think that would be great.

M: In your situation, with you being the only one out there, that would really indicate that it's your place, so for you that would be an advantage. Clara, what about you, where there are a number of other motels, if there were a sign like this that says, "Lodging - Next Exit", would that....?

P: No, it wouldn't help us, because we have these other motels and they would stop in there first before they would get ours. We would have to have our name on it.

M: OK.

P: What do you think of these that they call "Budget" Motels?  
You see that down through the South so much.

P: They're up here, too.

M: Is it a chain named "Budget"?...or is...?

P: Yes, Budget Motel, yes.

M: Of the 4 different types, not looking at them as specifics,  
but the types? Which one would be the most effective  
for you....for your business?

P: I like the Anderson one, for a second sign, off the highway.

M: Off the highway sign?

P: It says "Gas, Food & Lodging" for your highway sign, then  
you come off the highway, then you can see it, you  
know, a little bit, and have a little directions on it...

M: OK, anyone else?

P: I think that the U type signs would be very effective for  
everybody providing no other signs were put up. Do you  
see what I mean? Except in the immediate vicinity of the  
place itself?

M: Oh, so if there would be no competitive sign...

P: That's right. That's what I'm talking about, but if you  
have this "Gas, Food & Lodging" and right next to it,  
there's "Ramada Inn", a big sign that says "Ramada Inn",  
then we get right back to it, that knocks the little guy...  
who is next to the Ramada Inn, or two doors from the  
Ramada Inn. Those signs by themselves are very effective.  
If there was no competition from other signs.

P: We have one of those little signs now at our resort and

P: people who are looking specifically for us, they can't always find us....I'd rather have S here....

P: Those, well, I mean, everybody is different.

M: So, just in the area that you're in there are so many resorts that just "Resorts" would not help people find you. Is that what you're saying, Adele?

P: Now, see, this sign here, on our exit, would be all that we would need, "Lodging". There are two motels, there's another motel right next to us. We completely have to rely on, pretty much, word-of-mouth advertising, you know, triple A and so forth. Now a sign like this, at the exit of the Interstate would be tremendous for us, and for the other motel.

P: That wouldn't be any good for us, though, because we have another resort, or bar, every 500 or 600 feet on Mille Lacs, and they come out and they see that "Lodging".....that's not going to help us at all, you know, because there are too many resorts and bars, they're everywhere where!

M: So it seems that those of you who have fairly isolated places or who have places with not too much competition around you, that kind of sign would help, but those of you who are in areas where there is lots of competition, lots of other resorts, you need something more than....

P: That's why I suggested the second sign.

M: For a second sign, maybe you would like to have, something like T....?

P: Yes, a second sign like that, right after they come off

P: the highway. When you first come off, when you're coming off at 55, and turn off on 23, around Mille Lacs....it starts there....there are a lot....

M: Wayne, your business is a little bit different from everyone else's. What kinds of needs do you have for signs?

P: Well, to be honest with you, I've been there twenty-one years, and I've never had a sign up. There wasn't a sign when I bought it and right today, I haven't spent \$10.00 advertising money for a sign. I don't have to. I'm the only hotel in Shakopee, and...

(LAUGHTER)

P: I feel that I'm very fortunate....knock on wood. But I expect eventually to be torn down by city planning, development.

M: Do you have a sign on your premises?

P: No, I have just a sign out over the canopy, that's all. It's an old hotel, well known, open in the evenings. We have a gas station and a restaurant that's open all night. I get up and answer the phone in the middle of the night. Word-of-mouth is what helps. I don't get any truckers. There's no place for them to park, so I don't have the same problems these people have. Their problems are altogether different from mine. I don't have any problems, period.

M: OK. I would like to show you another samples, This is something that another state has been doing, and it's just a little bit different from the kinds of signs that we've looked at so far. It's a combination....there are logos,

M: like the first ones that you looked at...."Lodging, Food, Gas, Recreation, Goods & Services".....those are the logos, and the logos are put together with the name of the business, miles and a directional arrow. What do you think about this kind of sign?

P: To me....I think that it would be terrific!

M: (I can't get this on the tape, so I'm saying it....I see people nodding their heads in approval). Would this be enough information for your individual establishment?.....if it had a logo that indicated, let's say, for Don's place, it would say, "Food", or would you want both, Don, because you have a resort and supper club together?

P: Yes, it would be nice to have both.

M: Which is the more important to your business?

P: Both of them.

M: Both of them are important. (LAUGHTER). OK, then it would have the name of your place, it would have an arrow and indicate the number of miles. Is there anything else that you feel that you would need for your business, Don?

P: No, I think that that would pretty well take care of it.

P: How many people would understand the logo?

M: Let's look at the logos, are they confusing?

P: I was going to ask the question myself. That's the first time I've ever seen it myself.

P: I saw that in Europe, you know, but how many people who come tearing down the highways are going to say, "What's all that stuff?"

P: Well, the T, whatever it is....is that recreation?

M: "Goods & Services" is a little hard to understand. What about the "Gasoline" one, is that pretty clear? The "Food" one?

P: Yes, the "Food" one is OK.

M: What about the "Lodging" one? Remember, the word "Lodging" wouldn't be there.

P: Yes, but if you have the logo on there, like that sign up there, that pretty well explains it. Logo, then it says "Kings Resort"....

P: I'd like to see something that says, something like "Year Around" on that sign. „

P: There aren't many resorts open the year around.

P: You must remember that many people have never seen a logo.

P: It would take one year and everybody would be familiar.

M: Everybody would learn. OK. Are the logos on the sheet that I gave you clear? What's the first one?

P: I was going to ask you.

P: A tent.

P: Camping?

P: Camping.

P: Camping.

M: Are there any other additional logos that you would like to see?

P: Well, I suppose that "Supper Clubs" would want the Martini glass.

(LAUGHTER)



M: Would want what?

P: The Supper Clubs would want the Martini glass.

M: Well, when you're driving, you don't need that.

P: I don't know, I think that "Lodging, Food, Recreation, Gasoline, Goods & Services", you know that's a new one, but I don't think that it would take long to put up some others, too.

P: I think that I would like a logo for the "Food" and then the name and the miles and the arrow pointing where.... I think that would be great. I would see no reason why the sign would have to be cluttered up any more. It would help keep the highways....

P: I think that everyone who is in business and pays taxes is entitled to the signs.

M: OK. Are there any kinds of business in your area that you don't think should have a sign, for some reason?

P: I think that if they're only open on, like we have a resort next to us, they're open for opening fishing, they're open for hunting, and that's it.

M: OK, so it's not a....

P: I don't think they should have one if they're not open in between...

P: I don't think that they would want one.

P: It's hard to say.

P: They're not paying for it.

P: Yes, but nevertheless, they do pay taxes, year around tax. Now you take this lady here, she has a resort. Her taxes are

P: based on the market value, her taxes are not based on....  
her income is only in the Summer, she does not get any  
relief for the rest of the year, so....

M: So it should be for full year businesses, as well as part  
year businesses?

P: You bet!

P: Oh, yes, I understand, but I'm just saying, like these  
people who are open for one day, and closed the next, and  
kind of hurts, too, you know....

M: Any other kinds of business that you don't think should  
qualify for any reason?

P: Well, I don't think that the supermarkets need them. You  
know, individual ones, I think that if there is a town and  
you are putting a logo on, you know, to let travel tourists  
know what's in that town, and the super market wants to  
advertise, why I don't see why they would want to, but....

P: Why, I think that it would be good for....like up in Aitkin.  
People coming looking for a super market, those who are  
camping, they're going to need food, they'd want to find  
something like that....

P: Yes, I think that when you start limiting who can have signs  
and who can't....that's discrimination to the man who's  
paying taxes and running a business.

P: You're going to run into trouble. I think that probably  
anybody who wants to.

P: If you live in a town, everybody knows what would be in a  
town, and you wouldn't need a sign.

P: That's true, for the people who live there and are acquainted with the place, but you have to realize, like in Forest Lake, it's growing very rapidly, and there's an awful lot of people coming up there all the time who are not acquainted with Forest Lake. I think that signs up there would be terrific assets to people to find differing things.

P: And I'm sure that up in your area, there must be lots of people who come up there who have never been up in that area before.

P: Well, yes, but there are three different markets in town and how many gasoline stations....they should have their name on a sign like that?

P: I think that if other people are allowed to do it, yes. I feel as long as they're paying taxes, they should be able to advertise, the same as everybody else.

M: Are you thinking, Adele, that it might get to be too many signs, if everyone who wants to can....

P: I don't know....I was just thinking that....I don't know. I think that it's going to be an awful job if they do this for every town in the whole state, put up signs like that.

P: I think that Christine is right when she said that a lot of places don't need a sign.

P: I think that the signs are strictly for the tourist business.

M: Do you think they are? Do you think that a sign like this would be only for the tourist?

P: For the traveler, shall we say?

M: For the traveler?

P: For the traveler. Now the average traveler doesn't really look, say, for a dentist, does he? A hospital, fine, emergencies can arise, but we don't look for a mechanic to overhaul your car, I'm sure....

P: Mechanics come in pretty handy out on the road....

P: Oh, yes, absolutely, but those are emergencies....you know what I mean, and then there's always the Highway Patrol that can help.

P: You can never find one when you need one, though.

P: Oh, that isn't true. No.

P: I've never been able to find one when I wanted one.

P: All I have to do is go over the speed limit and they are there....

(LAUGHTER)

P: That's when you don't want them.

P: They do a pretty darned good job.

M: OK, what about the cost of these signs? Who should pay for the cost of putting up a sign that says....let's do a sample one, here....for Chuck here, a sign that would have a symbol, and it would say, "Charlie's Resort", and it would have an arrow, and have a number of miles.

P: We'd be more than happy to pay for it.

M: Would you like that?

P: If they'd let us have a nice one, sure, why not?

M: OK.

P: Well, if people have individual signs put on, they have to pay for them, unless the price of those signs would be outrageous

P: But there isn't much upkeep on a sign like this, so it could be done different ways. Either right out, straight out, charge, and people pay for it, or it's put on their taxes, because in a round-about way, the State is going to pay the....

P: The State is going to pay to have them cleaned merely, because the State pays for all the cleanup on the highways.

P: And they pro rate it over five years and add it to your taxes.

P: Oh, I see, they add it to just a business account....

P: Like Water & Sewer, or something like that.

M: Like, it would be an assessment to a business?

P: Yes. An assessment on the taxes.

M: But am I....now I want to get this correct....am I hearing that if this sign has the name of your specific place of business that you feel that it's your obligation to pay for it? And do I hear a willingness to pay for a sign like that?

P: I think so.

P: I think so.

P: Yes, I would

P: What does a sign like that cost?

P: That's a question I can't answer.

P: I would be more than happy to pay for a sign on both highways if, you know, if the signs are reasonable. Of course, I can't afford to....if I have to pay too much, then I might as well put one way up in the sky some place.

- P: Well, we get ours for nothing. My father-in-law works for the City, and he works in the Sign Shop, and he can make them for a couple dollars, and make his own regular sign, you know. It comes out pretty nice. These are regular street signs, too.
- M: I want to get on the tape one thing that Chuck was saying a little bit ago. It's that you felt that if the sign were put up that then the maintenance of the sign, keeping it clean and in good shape, would then be the responsibility of the Highway Department?
- P: Right. Because your taxes are paying for people who are out cleaning the highways every day. We were driving on the highway and we watched....I know this guy. We saw him, he was out working in Blaine, and he was driving a dump truck and he'd drive it 10 feet, and go and pick up little pieces of paper. He was getting \$12.00 an hour to do this, you know....and for the money they make, they're just cleaning around and they're not cleaning signs, you know, like dirty cleaning, but they're just cleaning around. Because what's going to happen to a sign that's sitting there, it's going to get dirty, and that's about it. Around the sign, they cut the grass, and everything like that...
- P: Well, up here, where there's more than one resort, and so forth, down the road, they'll be just stacked up on the sign, and they'll be left on the post....
- M: How would you like to see those?....in those areas where there are lots of resorts and....?

M: Anyone else skeptical that it can be done, because of the facts that there would be so many of them?

P: Well, there'd be nothing wrong with it, if they could have only one on the highway, but with six or seven resorts, and another five miles, another six or seven resorts, something like that, then it wouldn't be too bad, but that's where your second sign would have to come in, after you left that highway.

M: For most of you, I've heard that more than one sign is needed - one is on the main road, and another one is either on a second road or closer to your establishment, or at your establishment. Anyone feel that they don't need two signs, or anyone feel that they need more than two signs?

P: I'd love more than two signs.

M: You'd love more than two signs. OK. (LAUGHTER)

M: OK. Are those signs on different roads, is that what you're concerned about?....having them and getting from the main road to where your resort is?

P: Well, ours isn't hard to find, or anything like that, but we just have "6 Miles West of Melmo". Anybody can find Melmo, that's no problem. But as she was saying, you'd have them cluttered up....everybody would want one, but I don't think that everybody would want one, because three-fourths of the people don't have signs, never did. Like, he doesn't need a sign. A lot of people feel that way, that they don't need a sign.

M: OK. Anything else about these signs, or about signs, in

P: Yes.

P: Oh, is that right?

P: That's what I'm saying....and if you put up a sign, next to one of their signs, you know, advertising your resort, it wouldn't stay up, I don't think.

P: Well, that's not right.

M: You mean that if you put your own sign up?

P: Right. Next to one of their big signs.

P: The taxpayers....we're paying for advertising the Zoo, yet we can't pay to advertise our own business, by having a sign up on the road.

M: Let's get off the signs for a little bit, and just talk about some other things that you would like to see that give tourists information about your place of business. We've talked just a little bit about some of them. Someone talked about Information Centers. An Information Center can be one that is manned, in other words, it has people working there, giving out information, or it could be a Center where....I think that we almost have a picture of one here....

P: Well, they have a lot of signs they get....

M: Where Information is....what's called a Bay or a place off the highway where....

P: A rest stop.

M: A rest stop.

P: You go to a rest stop and they have big maps, everything there, usually.



M: OK. How do you feel about those two kinds of?.....

P: I was going to say, presently in Minnesota, they don't have advertising at rest stops....they've got State signs, and then they have some other....they don't have commercial advertising space, they're not supposed to.

P: Well, I've seen maps at them. There's one up there, and right on the back of it, it has a map, and it has resort names on it.

M: Does it have resort names?

P: This must be a Chamber of Commerce type thing, not any individual resort.

P: Oh, no, no....nothing like that.

P: The sign that he's probably referring to would be the type that has individual advertising for individual resorts on it. That middle one there, say that in reference to.... they've done this in order to accommodate people who might not have a sign, or would like to have more complete directions on how to get to their places. That sign would be, you know, as an alternative to lots and lots of signs, where you have a place to pull off the road. Or incorporated with a rest stop area where you have, like a Bay billboard with a certain amount of space for each commercial business for that area.

P: Instead of seeing soemthing like rest stops, I would rather see a manned 24-hour phone number service that would be opened. It could be connected to the various Chambers of Commerce, where vacancy information could be phoned

P: in to that Center. And the calls coming into the State....  
I think that there are four Tourist Centers located about the State where people coming in to those could get information through the Central Agency, or whatever you call it.

P: I think that for as small as town as Nisswa was, they had a really unique tourist bill. It was located in one of the gift shops, but it was somebody here, and they brought out a map. It was brought out every year, reprinted every year, added to, as necessary, or when needed, and they also brought out a little brochure, describing the individual places. They had somebody there -- they had telephone service....like, if you had a resort and you got a cancellation, you phoned it in to them, and people knew about it, a lot of people who had come into town without accommodations could be sent to the Tourist Bureau and they would have at their fingertips what was available.

M: OK. Any other?....do you remember, was it open 24 hours?

P: No, it was open from about 9:00 o'clock in the morning until probably about 11:00 o'clock at night.

P: Well, that sounds something like down the street from us. They're just open from, most of the Summer, it's open until about 8:00 p.m., until about the middle of August, they close for some reason. But if they had a place, outside a Park area, where, you know, people could check with the Agency area and see what's open there.....

M: OK. So I've heard from a number of people that availability seems to be an important piece of information that a manned

M: center or a phone service could give the tourist about your place. In other words, if you've got an opening that night, or that week, or whatever. Any other pieces of information that a manned center or a phone service could give out about your establishment that would help your business? How about maps? How do you feel about the availability of State maps? Are there enough that are helping people find what they need to find?

P: We have a lot of people asking for State maps. You can't get....

M: They ask for them at your motel? Do you have them to give to them?

P: No, we don't. We can't get them.

M: You can't get them?

P: Well, I suppose that the cost of them is so prohibitive....

P: When you get them, you have to ask the Highway Patrol for one, and if he has one, he'll give it to you.

P: Gasoline stations have them now in a little vending machine.

P: Yes, we used to get them free out on Highway 66. It's ridiculous!

P: Well, everything costs an awful lot of money...

P: This is a point of verification. You can write the Department of Transportation, and everyone is entitled to at least one map. They will send you one or two. This service has been the policy of the last two years, to tighten up and make more even the distribution of the maps. They've found that they have had a lot of comments like this, that there

P: is strong evidence that it is really what is not wanted....  
well, there's nothing stopping anyone from writing to the  
Department of Transportation, in care of the Government  
Community Relations Office, and they will mail the maps  
to you.

M: The point is that a lot of people might not know that, and  
thinking that Service Stations are the place where you used  
to get maps, now you wonder where you do get maps.

P: You can still get them, but you have to pay for them.

P: Well, if a hotel owner wanted a couple gross of maps, how  
is he going to get them? You don't, right?

M: Well, those of you who own hotels or motels, would you like  
to be able to provide tourists and guests with either a  
State map or a local map?

P: Yes. Especially a State map.

M: Especially a State map for you? What about those of you who  
have resorts, what about a local map, a map of your area?

P: We have them.

M: You have them? Where did you get them?

P: We got them through the Chamber of Commerce, and we're sup-  
posed to sell them for a dollar a piece, or 50¢ a piece,  
but we gave them away.

P: We had about two dozen of them, but we paid for them. I  
don't know exactly what we paid, we paid a quarter a piece  
for them, I believe.

P: Also, in the Lure Book, there is a map of Mille Lac's entire  
area.

M: OK. And that book is something that you keep at your resort and give to your guests?

P: They bring them around more than once a year.

P: Yes, a dozen copies or so.....we take what we like. I go to the Library, too, for things like maps and brochures.

P: Is that through the Garrison Committee...is that the one you're talking about?

P: Aitkin.

P: Well, we go through the Garrison.

P: I have a suggestion. Because of the scarcity of the State maps that all State maps should be in the hands of the Registrar or County Auditor. Everybody has to buy a car license every year, and when you go up to buy your license, whether you mail in your check, or whether you go personally, most of the people pick them up personally, they go up to the place where they can get them, and if the people know that the State map is available, and if they ask for one, they should be given one. At the hotel, I had a person who worked in the Highway Department, and every year he used to bring me out 50 maps. It was nothing for me to get rid of those 50 maps, because local people knew that I had them. Of course, now, he was cut off two years ago, so there isn't a State map and people are still dropping in to pick up their State maps, and I must say, "I'm sorry, but this man can not pick them up any more". The only way that you can get one is through the Highway Patrolman, so when I see a Highway Patrolman, I say, "Have you got a map?" And he'll

- P: say, "When I come through the next time, I'll have one for you". But they don't carry an abundant supply of maps, because actually they don't want to be bothered by people. If people know that they have them, they would be forever harassing them for a map. So I don't blame the Patrolmen.
- P: Maybe if they came out with maps that were half the size... they could produce twice as many of them. If they wouldn't be so bulky that you have to open up your car door to look at them.
- P: I'm afraid, then, that you'd lose a lot of the detail.
- P: The filling stations have cut their maps down in size and I bought one here the other day, paid 45¢, and it's useless. I would rather have paid a dollar and have it show more.
- P: I don't want to delay the conversation, but another..... in terms of maps, there are Information Offices in each Highway District....now if you're from Southern Minnesota, the southeast, that would be Rochester, they, you know, can also distribute maps on request, so it has not been publicized greatly, but anyone who asks for a map can get one. That is the present policy, but their policy is not to advertise that fact, because this was supposed to be a money-saving situation.
- P: Well, we have had lots of requests. We haven't had the motel very long, but still we've had lots of requests. People say, "Do you have a City map so that we can find our way around?" OK, so we went out, we had one that we had bought, so we bought 25 more, 35¢ a piece....so I thought,

P: ....OK, we'll get 25, anybody who wants one, we'll sell them for just what it cost us, 35¢. So people come and, "I've got to go to such and such a place, do you have a map?" "Yes, sir, I do, you can look at it or else you can buy it, for 35¢" "Oh, forget it!" .....let's face it, 35¢ is not that much money, if it's going to save you time, and get you where you want to go.

P: Yes, but those people don't really need a map,. If they really needed the map, they would have been glad to pay the 35¢.

P: Well, this is precisely it, but you see, they want that map, until I say it's 35¢, then they don't need it. This is what I mean, so if the maps are available for free, and with the cost of the maps, anybody who needs one will gladly buy one, as I said, I paid 45¢ at a filling station for one that's useless.

P: But if you go to any big Standard Station now, or some place like that, they have a map right on the wall. They'll show you, or try to show you...

(LAUGHTER)

M: Try to show you....

P: When I went out to Colorado, I couldn't get a map. And I went into the station, and he showed me, pulled out a map, and I said, "Do you have any?", and he said, "No, that's all we have".

M: Well, it looks as if maps are an interesting area, here. What about a guide, a location guide that would be published

M: by the State, that would give the location of various resorts, motels and hotels?

P: That would be nice.

P: That's what we have, right now.

P: That would be perfect.

M: In Garrison, the guides we get, it's a book that tells all the resorts, the super markets, the gas stations, bars, everything....

M: Does the State put out anything similar, as guides?....

P: That I'm not sure of.

P: Maybe that one has been put out by the State.

M: Anyone else been contacted about being included in a guide of any kind? Do you think that being included in the guide would have a direct effect on your business?

P: Yes.

P: The guide that we're in usually has everything that we have....snowmobiling, etc., and it's helped us a lot, because a lot of people stop in.....

M: OK. How should those guide be distributed? Just thinking about maps and people having problems finding maps....how do you think the guides should be made available to people, so that.....?

P: Information Centers.

M: Information Centers. OK.

P: Through your own resorts, and other resorts. At other resorts, they pick up the guide and see our name in it, you know, so you advertise your name that way.



M: OK. So you'd like it available at your own place so that you can give them out, also. OK.

P: Well, they should be available by mail too, so that out-of-state people can get them.

M: People who would be writing for information about.....?

P: People who would be writing for various information.

P: I think that the main thing would be to let people know that they are available and where they can get them.

P: Yes.

P: Well, we belong to the Motel Association, and of course they have a booklet of their own, and it's available to anybody. We get them so that we can hand them to our guests. The motels who belong to the Association, they're all in the book.

P: You can get one at most Travel Agencies, I know that, because when we went to Colorado, we did that. It showed the cheaper motels, and I know a friend of mine went out to California, and they got a book, but they paid for that book. But it had all the motels, and it had discount prices, and all that....I don't know where they got it.

M: Should the tourists have to pay for these guides, or should they be available free of cost?

P: Free of cost!

P: Free of cost.

M: What about you as someone who is included in the Guide, should it be free of cost to you, or should you pay a fee to be included?

P: I pay. I think I pay \$12.00.

M: OK. Do you consider that to be reasonable and worthwhile?

P: We pay for the advertising, and you get the copies for free.

P: Oh, no....you're paying for them....you're paying for the advertising and the copies, I suppose.

P: Well, paying for the advertising automatically entitles you to the copies of it, you know. Now we get unlimited ones from the Motel Association.

M: OK. And do you pay to be included in the book?

P: Oh, yes! It's like any other advertising. You pay your dues, and the dues automatically give you the advertising.

P: Well, then you're paying for it, really.

P: Yes, but I mean, it doesn't say, you pay for it, and then you get 50 copies, or 25 copies....

P: Well, I know, but you're saying free of cost....that really isn't free of cost.

P: You're paying for the advertising, but not for the brochure itself. In a round-about-way, yes.

P: Well, but you wouldn't be in the brochure if you weren't paying for it, would you?

P: Yes, that's what I'm saying. I'm paying for the advertising, and for belonging to the Association, and that, in turn, entitles me to free brochures.

M: As many as you want?

P: Yes.

M: The Lure Guide that you're talking about....do you pay to participate in that, and do you pay for the copies that you

M: distribute?

P: No, I don't pay for the copies I distribute. A certain number are given out free....we pay something like \$84.00 for advertising.

M: To be included for the season. Do any of you individually have a pamphlet or brochure just about your establishment?

P: Yes.

M: You do? Anyone else? Adele, how do you use your brochures?

P: We mail them out to anybody writing to us, asking for information. Also from the list that we get from the Chamber of Commerce, we mail out our brochures and rates to all those people.

M: How would you feel about your brochure being available through a State service?.....in other words, someone who would be writing to the State.

P: Oh, absolutely.

M: Would you be willing to participate in supplying brochures?

P: Yes.

M: Does anyone else have out-of-state business primarily?

P: We do.

M: You do?

P: In the motel. From Germany, Warsaw, Poland, and all over.  
(LAUGHTER)

M: That's really out-of-state.

P: We have a lot of people from North Dakota.

P: From all the different states....Eastern states....and going through, you see Highway 90 goes straight through now.....

P: ...we have lots of people from the East.

M: Is your business, Clara, people who are just traveling through rather than making reservations in advance?

P: Yes.

M: OK, now is your opportunity to give us any of your own ideas of what the State could do to help you in your business, and to overall help tourism in the State. Have you any ideas that we haven't talked about?

P: Increase its budget.

M: Increase it's budget, OK, Adele, what would you like to see them spend their money on, if the budget were bigger.....?

P: Well, Tourist Information Centers, for one, and 24-hour service for vacancies.

P: And signs....

P: How about more television advertising? I've seen beautiful ads on TV from Montreal, and from different states. Of course,....this is probably not the Department of Transportation, it's probably the Department of Tourism, but....

P: I sometimes get an impression that Minnesota spend an unspeakable amount of money advertising in Ebony magazine. Now am I right?

P: Minnesota does advertise in other states.

P: That's it. There's no sense in it.

P: I'm not sure what the budget is on those....

P: What good is it to advertise on the TV stations here, but I do know that they advertise in other states.

P: Adele, you're saying that you'd like to see those....like

M: the Montreal, I know the Canadian ones that you're talking about.....Ontario, and....

P: Minnesota's advertising budget is way lower than many, many other states.

M: And that would be just general advertising that Minnesota is a good place to come and visit, that kind of thing? Any one else have any ideas that they would like to see?

P: Yes, I would like to see the State of Minnesota bring horse racing in.

(LAUGHTER)

M: Oh, say, there's a topic that I didn't think we'd get into... OK, something to attract tourists, and you'd like to see horse racing.

P: Right.

M: Anyone else? What do you think would attract tourists to Minnesota? That would, in turn, help your business?.... bring people to your area.

P: More racing in the snowmobile area.

M: Snowmobile races?

P: They have them up at Forest Lake. They have them at Mille Lacs. Three or four of them a year.

M: OK.

P: They should advertise more about fishing.

P: I'd really like to see something up in the Aitkin area.... or the central part of Minnesota to attract tourists. There really isn't much....

M: Something in terms of, like, an event, or a sport, or something

M: like that, Adele?

P: Something like the Zoo.

(LAUGHTER)

P: Or a Fair of some kind, oh, there are any number of things that could be done, but there really isn't much up there. I mean, there's the lake, and the woods, and all this, but I mean....

P: To have that, why the community would have to pay for it though, so they'll never do that.

P: I think that the State could bring a lot of different things in that would help know down all of our taxes, that would help all of the business people, plus everybody else.

M: Yes.

P: And now I'd like to see Highway 169 unclosed, which is something a lot of people are battling for, but it is just a killer right now....

M: OK. That's an interesting top, too. Do you feel that your business in any way suffers from Highway 169 being...

P: Well, I know, OK. Our week runs Saturday to Saturday, and a lot of older people will not travel that road on Saturday, because....

P: I've travelled it. I know what you're talking about.

M: Do you have customers complaining about 169?

P: Oh, yes, it takes them, you know, many hours to get up there.

M: Chuck, what about you? Do they take 169 up there?

P: No. Three-quarters of them take 65, or....

M: Do you have complaints about the traffic? And about the roads?

P: Like for deer-hunting, and so forth....it's bumper to bumper all the way up, then there isn't much that you can do about that.

M: Anyone else feel that the roads leading to their place either need work or need improvement in some way?

P: Well, on 18 it's pretty bumpy.

P: May I make a comment?...it's probably....

M: Sure!

P: ....very unorthodox, but I do want to voice it. This lady said that the State should increase its budget, we should advertise the State more. Minnesota is very well known for being a tourist area. We have beautiful...now, I'm talking from experience, because I lived 15 years in the Brainerd area and was in business there. We had a resort, we had a restaurant. I know that it's hard making a living out there because you are seasonal, but I think that the initiative should come from the individual, not from the State. We all have the tendency to say,"the State should do this"...."the State should do that"....well, who is the State? We are. So if we don't start in our own personal effort, I don't give a darned what the State does, it's not going to do...now one of the things, people come up here for peace and quiet, as Adele here said, they should have something like the Zoo. Well, they've got that, where they come from. They come for the peace and quiet, let's give it to them. Let's treat them courteously, let's charge them a fair price, but don't overcharge them. Now, I do know, for instance, in the

P: Brainerd area, and I don't care if I get crucified for it....in the Summer, in the grocery stores the prices go sky high. Sure, the locals suffer, it's getting to be almost what the South is, a tourist trap. Let's eliminate that. Let's give people a fair shake.

P: I see what you're getting at there....and when I said about the State increasing their tourism budget, the thing is that in the last 15 years or more since you were in the tourist business, Minnesota is now competing with Europe, Hawaii, Mexico and everywhere else, for everybody's tourist dollars, and for that reason, we have to, the whole State, has to spend more.

P: Oh, yes, I know, I know. The State should spend some money, but I still think that it's really up to the individual. If you establish your business and give people good service, give them what they want, and mostly peace and quiet, sure you'll get some rum-dums who come and say, "Oh, don't you have a heated indoor swimming pool?"....you know what I mean? Even though you've got a beautiful, sandy beach. But I mean, they're in the minority. What I mean is, repeat business, and that the State cannot establish. That you have to do yourself, and repeat business is still the backbone of any business, whether it is resort, or motel, or restaurant, I don't care. It's your own personal initiative that is probably as important, if not more important, than what the State spends.

M: OK.



P: You can't please everybody like that, like for the quietness, because at our resort it's more of a partying place. They come up and they're drinking all weekend....and they're fishing.

P: fine, then you have your clientele, that's....

P: We had....we had....like 5 older people who camped there for the entire Summer....you know, every year for the last 2½ to 3 years, every year. Every year we always have the same people, but we get....when we close the bar up at night, we go out and we make fires outside, and three-quarters of the campers join us, but then there's always a couple who gets mad, it's too loud, but you can't please all the people, you know....

P: Then, if this is the type of place that you have, more than likely they will not come back, and you don't really want their business...

P: No, we don't.

M: I think that you're both trying to say the same thing.... Adele is saying that she'd like to see, you know, some more effort into getting the people here the first time, and, Christine, you're saying that after they're here the first time, it's really your responsibility to build your repeat business.

P: Yes. Yes. Yes.

M: And I think that you're both, you know, fair in your feelings.

P: I think that local people should go after the grocery stores, and really shake them up, because when you see people from...

P: That is true.

P: ....from the 15th of May and the 1st of September, you see 4 and 5 different price tickets, one on top of the other, where the groceries have been raised. It's not fair! And as for the Brainerd area, it's really bad, because the grocery business is controlled by two families. As I said, we all are inclined to complain about it, but do not want to take the chance of really trying to do something about it.

P: Well, if something doesn't happen with the gas prices, we're not going to have to worry about it, we won't have anyone who can afford to drive to....

M: Even if they could find your place, John, huh?....they couldn't afford to drive there.

(LAUGHTER)

P: Well, America is such a mobilized nation, that if gas goes up to \$1.00 a gallon, people still want to travel as much as ever. There might be some who can't afford to travel as much, but overall, I don't think that it's going to be... would you quit going places?

P: Yes, because I can't afford it.

M: Any other ideas about what we can do for tourism that would help your business and bring tourists to the State? Chuck, is there anything that you would like to ask this group, at this time, or anything that you would like to add, before we close our....

P: Well, nothing that is concerned with tourism....I haven't

P: heard many people talking regarding the Hart Plan in the Arrowhead District, and Viking Land, things like that. Do these really mean anything to people who are in the business? I guess that that's the only question that comes to my mind after that....in terms of the promotion of tourism, or do you think it's a good idea, or....do we really know much about it, or care about it, or....?

P: I really don't know much about it myself.

P: Oh, I know....I belong to the Arrowhead Division...I'm right on the Southern edge of it. It really hasn't done anything for me. I can't afford to advertise in their brochures. I use our Aitkin Chamber of Commerce advertising, so much, I don't think that I get any....

M: Anyone else know which area they're in? The State is divided up into areas, tourist areas, and they each have a name, do you know which area you're in?

P: We're from the Cities....you see, we live in the Cities.

M: Anyone else aware of that? OK. So some of you are aware of it, and some of you aren't, and no one has really had any direct contact with that.....the system where they've divided the State up. OK. Well, I'm going to turn the tape off.



REPORT 5

ANALYSIS OF RESIDENT AND  
NON-RESIDENT MAILBACK SURVEYS

STUDY OF INFORMATIONAL NEEDS  
OF TOURISTS IN MINNESOTA



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## INTRODUCTION

This report reviews and analyzes the findings from three surveys conducted by the Minnesota State Department of Transportation among Minnesota residents and non-residents in the summer of 1978.

Marketing Decisions' analysis of these surveys for the Department of Transportation was undertaken with the following objectives:

- To determine the magnitude and character of the information needs of Minnesota resident travelers and non-resident tourists.
- To identify the kinds of information aids being used at present, and the most helpful sources of information for travel in Minnesota.
- To determine the incidence of resident and non-resident travelers encountering difficulty in locating different kinds of tourist facilities in the state.
- To determine Minnesota residents' and non-residents' preferred means of improving or augmenting information aids currently available.

This report discusses the findings of each of the three studies, individually. The three studies consist of one among Minnesota resident travelers and two among non-resident visitors to Minnesota.

The surveys were administered by the State of Minnesota using mailback questionnaires. The sample bases and return completion rates are as follows:

	<u>Number of Questionnaires Distributed</u>	<u>Number of Qualified Returns</u>	<u>Return Completion Rate</u>
Resident Survey	5,250	1,525	29%
Non-Resident Survey I	4,700	1,159	25%
Non-Resident Survey II	4,800	1,207	25%

Random selection methods were used in each survey. Mail-back questionnaires were sent to Minnesota residents who were systematically selected from a list of 20,000 people. Questionnaires in postcard format were distributed systematically to non-residents at 14 border crossing points throughout the state.

Residents were qualified for the interview by having traveled more than 50 miles from home in the past year.

Sample questionnaires used in the surveys are provided in the last section of this report.

## HIGHLIGHTS OF THE FINDINGS

This section presents an overview of the findings, which are discussed further and illuminated by tables in the body of the report.

- Motorists traveling about the state, overall, desire more readily available highway maps and more specific information on road signs to meet their informational needs.

Maps - Among resident travelers surveyed, nearly three quarters used highway maps to select places to stop or visit and half said more readily available state highway maps would make it easier to locate places of interest.

Also, half of the outstate visitors relied on maps to travel in Minnesota and one-quarter desired more readily available state highway maps.

Road Signs - Highway directional and informational signs were used by over half the resident travelers and one-third of the outstate visitors to locate places to stop or visit.

Among resident travelers surveyed, one in four said there is a need for more road signs that would (1) give directions to specific parks or resorts; (2) indicate what junctions are ahead, and (3) identify the road being traveled on.

One in five outstate visitors in the second non-resident survey desired more road signs (1) describing services available the next few miles; (2) giving directions to specific parks or resorts, and (3) state-owned listing upcoming services by name.

Advertising Billboards - The surveys found one-third of the resident travelers and a quarter of the outstate visitors relied on billboard advertising to locate places to stay or visit. These are significant numbers of travelers and visitors who must turn to other sources of information in the absence of highway billboards.

As identified in the surveys, this informational gap can best be filled by distributing more maps and by providing more specific directional/informational road signs.

- Among resident travelers who had difficulty locating places, 81 percent said more signing is needed on minor highways and roads, and 56 percent said it is needed on major highways. Even among those who had no difficulty traveling, over half (55%) said minor highways and roads need more signing and one-third said major highways need it.

Four alternate signing types were evaluated by resident travelers among whom a third preferred the present sign types and nearly another third preferred sign clusters.

- In the first non-resident survey one-fifth of the respondents felt it would be easier to locate places if there were more highway signs with detail (including private place names); also, one-fifth desired more tourist information centers, and 17 percent indicated a need for more highway signs identifying minor highways and roads. Among respondents who had difficulty locating places, the above three improvements were desired by 38 percent, 29 percent, and 21 percent, respectively.

- Less than one-sixth of both resident travelers and outstate visitors reported difficulty locating places where they stopped or wanted to stop in Minnesota.

Of motorists who had difficulty, park and recreation areas, and resorts, lodges and campgrounds were considered the most difficult to find.

## RESIDENT SURVEY



SOURCES HELPFUL IN SELECTING AND LOCATING  
PLACES TO VISIT IN MINNESOTA

Minnesota resident travelers were asked how they select places to stop or visit when traveling in Minnesota. The following results are shown in Table 1:

- Highway maps and friends or relatives were the two sources of information used most -- each by 72% of the respondents.
- Over half (53%) of the respondents relied on highway directional and informational signs.
- Two-fifths of the respondents (41%) used pamphlets or brochures; travel books (guides) and advertising billboards were each used by about one-third of the respondents (33 and 32%, respectively).
- Sources such as visitor centers, chambers of commerce and travel agents were cited by 19%, 9% and 5% of the respondents, respectively.

TABLE 1  
SOURCES HELPFUL IN THE TRAVELER'S SELECTION  
OF PLACES TO STOP OR VISIT

<u>Source of Information</u>	<u>Percent of Resident Travelers (N=1525)</u>
Highway Maps	72%
Friends and Relatives	72
Highway Signs	53
Pamphlets/Brochures	41
Travel Books	33
Billboards	32
Visitor Centers	19
Chamber of Commerce	9
Travel Agents	5



DIFFICULTY IN LOCATING PLACES IN MINNESOTA

The majority of Minnesota resident travelers (85%) reported not having difficulty locating places they've visited or wanted to visit in the state. Fourteen percent (14%) of the respondents, however, did indicate difficulty finding destinations.

TABLE 2

DIFFICULTY IN LOCATING PLACES IN MINNESOTA

	Percent of Resident Travelers (N=1525)
--	--

Response:

Had No Difficulty Locating Places	85%
Had Difficulty Locating Places	14

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Percent of  
Resident Travelers  
(N=1525)

---

Response:

Had No Difficulty Locating Places	85%
Had Difficulty Locating Places	14



MOST IMPORTANT SOURCES IN THE TRAVELER'S SELECTION  
OF PLACES TO VISIT: BY DIFFICULTY FINDING DESTINATIONS

Table 3 shows the information sources considered most important among respondents who had difficulty locating places in Minnesota and among those who had no difficulty as follows:

- Among respondents who had difficulty finding Minnesota destinations, friends or relatives and highway maps were each mentioned by 22% as the most important sources of information.

In comparison, roughly the same proportion of respondents who had no difficulty locating places, mentioned friends and relatives and highway maps as most important (26% and 25%, respectively).

- The category of travel books, pamphlets and brochures was cited as most important by 19% of the respondents who had difficulty and 17% of those who had no difficulty locating places to visit.
- Highway signs were considered the most important source of information by 15% of the respondents who had difficulty finding destination, and by 11% who did not have difficulty.



TABLE 3

MOST IMPORTANT SOURCE IN THE TRAVELER'S SELECTION OF PLACES  
TO VISIT: BY DIFFICULTY IN LOCATING PLACES

This Percent of  
Resident Travelers Who:

<u>Had Difficulty Locating Places in Minnesota (N=225)</u>	<u>Had No Difficulty Locating Places in Minnesota (N=1300)</u>
--	--

Used this Source of Information:

Friends and Relatives	22%	26%
Highway Maps	22	25
Travel Books/Pamphlets/ Brochures	19	17
Highway Signs	15	11
Visitor Centers	3	3
Travel Agents	-	2
Chamber of Commerce	-	2



TOURIST FACILITIES FOUND DIFFICULT  
TO LOCATE IN MINNESOTA

Of those respondents who had difficulty locating places in Minnesota, 42% referred to park or recreation areas; 41% indicated difficulty finding resorts, lodges and campgrounds. Difficulty locating museums and historic sites was mentioned by 21%, and problems finding gas or service stations indicated by 19%.

TABLE 4  
PLACES FOUND DIFFICULT TO  
LOCATE IN MINNESOTA

Percent of Resident Travelers Who  
Had Difficulty Locating Places  
(N=225)

Place:

Park or Recreational Areas	42%
Resort, Lodge or Campground	41
Museum or Historic Site	21
Gas or Auto Service S ation	19
Hotel/Motel	16
Other	13





FACTORS MAKING IT EASIER TO LOCATE  
PLACES OF INTEREST IN MINNESOTA

Table 5 displays the changes in providing tourist information that respondents, both those who had difficulty finding destinations and those who had not, felt would make it easier to locate places of interest in Minnesota. The results show:

- More readily available state highway maps were desired by over half of all respondents surveyed. (52% of those who had difficulty, and 51% of those who had no difficulty locating places.)
- More road signs giving directions to specific parks or resorts were desired by nearly three-fifths of respondents (57%) who had difficulty locating places they've visited or wanted to visit in Minnesota.

In addition, nearly half of these respondents (43%) expressed a desire for more road signs describing services available the next few miles.

- The following changes were each desired by approximately one-fourth of the respondents who had no difficulty finding destinations:
  - more road signs describing the services available the next few miles (27%).

- more road signs telling me what junctions are ahead (26%).
  - more road signs identifying the road I'm on (25%).
  - more road signs giving directions to specific parks or resorts (24%).
  - more brochures and pamphlets available through the mail for pre-trip planning (23%).
- The following points were each mentioned by approximately one of every three respondents who had difficulty locating places:
- more road signs giving directions to resort or recreational areas (36%).
  - more road signs telling me what junctions are ahead (36%).
  - more road signs identifying the road I'm on (32%).
  - More brochures and pamphlets available through the mail for pre-trip planning (30%).
  - State-owned standard road signs listing upcoming private services by name (30%).

FACTORS INCREASING EASE OF LOCATING  
PLACES IN MINNESOTA

	<u>This Percent of Respondents Who:</u>	
	<u>Had Difficulty Locating Places (N=225)</u>	<u>Had No Difficulty Locating Places (N=1300)</u>
<u>Said This Would Make It Easier To Locate Places of Interest:</u>		
More readily available state highway maps	52%	51%
More road signs describing the services available the next few miles	43	27
More road signs giving direc- tions to specific parks or resorts	57	24
More road signs telling me what junctions are ahead	36	26
More roads signs identifying the road I'm on	32	25
More brochures and pamphlets available through the mail for pre-trip planning	30	23
More road signs giving directions to resort or recreation areas	36	18
State-owned standard road signs listing upcoming services by name (Standard, 76 and Skelly gasoline, Hilton Inn and Holiday Inn Motel.)	30	20
More road signs giving distances to towns	23	22
More tourist information centers	25	14
More billboards for private ser- vices such as gas stations and motels	21	10
More radio information about places to go as I travel through Minnesota	19	14

HIGHWAY INFORMATIONAL SIGNING NEEDS OF TRAVELERS IN MINNESOTA

Eight-one percent (81%) of the respondents who had trouble locating places they've visited said more informational signing is needed in Minnesota on minor highways and roads and 56% said more informational signing is needed on major highways. Compared to respondents who had no difficulty locating places, 55% said more signing is needed on minor highways and roads, and 34% said more signing is needed on major highways.

TABLE 6

TRAVELER SIGNAGE NEEDS: BY DIFFICULTY  
IN LOCATING PLACES IN MINNESOTA

	<u>This Percent of Respondents Who:</u>	
	<u>Had Difficulty Locating Places (N=225)</u>	<u>Had No Difficulty Locating Places (N=1300)</u>
<u>Said More Signing is Needed:</u>		
On Minor Highways and Roads	81%	55%
On Major Highways	56	34

TYPE OF SIGNING CONSIDERED MOST USEFUL AND ACCEPTABLE

Respondents who felt more informational signing is needed were asked to evaluate four types of signing. Examples of the signing are shown in the appendix of this report. Table 7 displays the following results, based on the total sample of respondents:

- Present sign types were considered most useful and acceptable by about one-third of the respondents each who had difficulty (33%) and who had no difficulty (32%) locating places in Minnesota.
- Next, sign clusters were preferred by 29% who had difficulty, along with 26% who had no difficulty.
- Logos and single signs were preferred, respectively, by 7% and 6% of respondents who reported having difficulty, 9% and 3%, respectively, of respondents who reported no difficulty locating places in Minnesota.

TABLE 7

TYPE OF SIGNING CONSIDERED MOST USEFUL AND ACCEPTABLEThis Percent of Respondents Who:

<u>Had Difficulty</u> <u>Locating Places</u> (N=225)	<u>Had No Difficulty</u> <u>Locating Places</u> (N=1300)
--	--

Said This Type of Signing  
Would Be Most Useful and  
Acceptable

Present Sign Types	33%	32%
Sign Clusters	29	26
Logos	7	9
Single Signs	6	3

TRAVELERS' GENERAL COMMENTS VOLUNTEERED

Minnesota resident traveler respondents were given the opportunity at the end of the survey to make general comments about tourist information needs. Most of the comments were quite diverse and too general to categorize for the purposes of this analysis. However, there were two major areas respondents addressed in their comments: advertising media reference and rest area facilities.

From the verbatim comments, it appears that quite a few respondents named media sources they had noticed or consulted for tourist information. Television, radio and newspaper advertising, and news articles were said to have been a help in gathering information about Minnesota.

Regarding rest areas, verbatim comments concerned a desire for more of these throughout the state. Respondents also indicated they would like to see better facilities at existing rest areas, to include garbage disposal containers and rest rooms.





NON-RESIDENT SURVEY

I



DIFFICULTY IN LOCATING PLACES IN MINNESOTA

Eighty-nine percent (89%) of all out-of-state visitor respondents said they had no difficulty locating any of the places they visited or wanted to visit in Minnesota. The remaining 11% of the respondents surveyed indicated difficulty locating places.

TABLE 1

DIFFICULTY IN LOCATING PLACES IN MINNESOTA

Percent of  
Out-Of-State Visitors  
(N=1159)

Response:

Had No Difficulty Locating Places	89%
Had Difficulty Locating Places	11

Of those respondents who had difficulty locating places to visit in Minnesota, 21% reported difficulty finding resorts, lodges or campgrounds. Thirteen percent (13%) had difficulty locating park or recreation areas and 12% had trouble finding hotels or motels. Other places mentioned were the Minnesota Zoo (5%), rest areas (5%) and restaurants (4%).

TABLE 2  
PLACES FOUND DIFFICULT TO  
LOCATE IN MINNESOTA

Percent of Out-Of-State Visitors  
Who Had Difficulty Locating Places  
(N=133)

Place:

Resort/Lodge/Campground	21%
Park/Recreation Area	13
Hotel/Motel	12
Museum/Historic Site	6
Gas/Service Station	-
Minnesota Zoo	5
Rest Areas	5
Restaurant (any)	4
Gas Station	1
Valley Fair	1
Parts of Central Business District	1
Other (single mentions)	13

SOURCES HELPFUL IN SELECTING  
PLACES TO VISIT IN MINNESOTA

Table 3 shows the sources of information non-residents used in selecting places to stop or visit in Minnesota, cross-tabulated by respondents who had difficulty locating places and by those who did not have difficulty. The results show:

- Friends or relatives and highway maps were the two sources of information used most often, each mentioned by nearly half of all respondents surveyed (49% and 48%, respectively).
- Highway directional and informational signs were relied on by one-third of all respondents (32%) surveyed.
- Travel books, pamphlets and brochures were used by over one-third of the respondents (35%) who had no difficulty locating places in Minnesota, and by nearly half of those (47%) who had difficulty.
- Billboards were used to select places to stop or visit in Minnesota by one-fifth of all respondents (19%) surveyed.

TABLE 3

SOURCES HELPFUL IN SELECTING  
PLACES TO VISIT IN MINNESOTA

This Percent of Out-Of-State Visitors Who:

	Total Sample (N=1159)	Had Difficulty Locating Places in Minnesota (N=133)	Had No Difficulty Locating Places in Minnesota (N=1026)
Used This Source of Information:			
Friends and Relations	49%	49%	49%
Highway Maps	48	51	48
Travel Books (guides), Pamphlets and Brochures	37	47	35
Highway Directional and Informational Signs	32	35	32
Billboards	19	26	18
Visitor Centers	14	19	14
Travel Agents	3	5	2

FACTORS IN MAKING IT EASIER FOR TRAVELERS  
TO LOCATE PLACES OF INTEREST IN MINNESOTA

Improving the Quality of Information Sources

Table 4 displays the sources that respondents believed, if improved, would make it easier to locate places of interest in Minnesota. Less than 10% of all respondents surveyed indicated the quality of any one source of information could be improved. However, 22% of the respondents who had difficulty locating places preferred better highway signs with detail, including private place names. Only 7% of those who had no difficulty mentioned this source, a significant difference of 15 percentage points.

Increasing the Number of Existing Information Sources

Table 5 shows sources of information that, if increased in number, would make it easier to locate places of interest in Minnesota. The results show: More highway signs with detail, including private place names, and more tourist information centers were each desired by 20% of all respondents surveyed. Among respondents who had difficulty locating places in Minnesota, 38% preferred more detailed highway signs, and 29% desired more information centers.



TABLE 4  
SOURCES THAT, IF IMPROVED, WOULD MAKE  
 IT EASIER FOR TRAVELERS TO LOCATE SITE

	<u>This Percent of Out-of-State Visitors Who:</u>		
	<u>Total Sample (N=1159)</u>	<u>Had Difficulty Locating Places in Minnesota (N=133)</u>	<u>Had No Difficulty Locating Places in Minnesota (N=1026)</u>
<u>Reported Places Would Be Easier to Locate If There Were BETTER:</u>			
Highway Signs With Detail, Including Private Place Names	9%	22%	7%
Highway Signs Identi- fying Minor Highways and Roads	9	17	8
Brochures, Maps and Pamphlets	6	15	5
Highway Signs Identi- fying State Highways	5	12	4
Tourist Information Centers	3	7	3

TABLE 5

SOURCES THAT, IF INCREASED IN NUMBER,  
WOULD MAKE IT EASIER FOR TRAVELERS  
TO LOCATE SITE

This Percent of Out-of-State Travelers Who:

Total Sample (N=1159)	Had Difficulty Locating Places in Minnesota (N=133)	Had No Difficulty Locating Places in Minnesota (N=1026)
-----------------------------	--	--

Reported Places Would  
Be Easier to Locate  
If There Were MORE:

Highway Signs With Detail, Including Private Place Names	20%	38%	18%
Tourist Information Centers	20	29	19
Highway Signs Identi- fying Minor Highways and Roads	17	21	16
Brochures, Maps and Pamphlets	13	17	13
Highway Signs Identi- fying State Highways	9	14	8



NON-RESIDENT SURVEY

II



DIFFICULTY IN LOCATING PLACES IN MINNESOTA

The majority of out-of-state visitors (89%) had no difficulty locating places they visited in Minnesota, but 11% indicated they did have difficulty locating places to stop or visit.

TABLE 1

DIFFICULTY IN LOCATING PLACES IN MINNESOTA

Percent of  
Out-Of-State Visitors  
(N=1207)

Response:

Had No Difficulty Locating Places	89%
Had Difficulty Locating Places	11

Of respondents who had difficulty locating places in Minnesota, 25% each reported difficulty finding resorts, lodges or campgrounds and park or recreation areas. Eighteen percent (18%) said they had trouble finding hotel and motels; 15% had difficulty locating gas or service stations.

TABLE 2  
PLACES FOUND DIFFICULT TO LOCATE  
IN MINNESOTA

---

Percent of Out-Of-State Visitors  
Who Had Difficulty Locating Places  
(N=131)

Place:

Resort, Lodge or Campground	25%
Park or Recreational Area	25
Hotel/Motel	18
Gas or Auto Service Station	15
Museum or Historic Site	13
Other	27

SOURCES HELPFUL IN TOURISTS' SELECTION  
OF PLACES TO VISIT IN MINNESOTA

Friends or relatives and highway maps were each mentioned by over half of all respondents surveyed in this study as sources of information in their selection of places to visit in Minnesota (56% and 51%, respectively). Over one-third relied each on travel books, pamphlets or brochures (41%) and highway directional/informational signs (34%). Billboards were mentioned by 26%.

These results are displayed in Table 3 along with cross-tabulations for respondents who had difficulty locating places to stop and visit in Minnesota and those who had not.



TABLE 3  
SOURCES HELPFUL IN TOURISTS' SELECTION  
 OF PLACES TO STOP OR VISIT

	Total Sample (N=1207)	<u>This Percent of Respondents Who:</u>	
		<u>Had Difficulty Locating Places</u> (N=131)	<u>Had No Difficulty Locating Places</u> (N=1076)
<u>Used This Source of Information:</u>			
Friends and Relations	56%	46%	57%
Highway Maps	51	54	51
Pamphlets and Brochures/ Travel Books (Guides)	41	50	40
Highway Directional and Informational Signs	34	44	33
Billboards	26	27	26
Visitor Centers	17	18	17
Travel Agents	3	2	3

FACTORS IN MAKING IT EASIER FOR TOURISTS  
TO LOCATE PLACES OF INTEREST IN MINNESOTA

Table 4 shows the percentages of respondents who felt particular sources of information could increase the ease of locating places of interest in Minnesota.

Approximately one-fifth or more of all respondents surveyed in this study indicated preference for the following changes: more readily available state highway maps (23%); more road signs describing services available the next few miles (21%); more road signs giving directions to specific parks or resorts (19%), and state-owned standard road signs listing upcoming services by name (19%).

Among respondents who had difficulty locating places in Minnesota, more road signs describing upcoming services and giving directions to specific parks or resorts were desired by 33% and 39%, respectively. More readily available state highway maps and more state-owned standard road signs listing private services were improvements sought by about one-fourth of these respondents (26% and 24%, respectively.)

TABLE 4  
FACTORS INCREASING EASE OF  
 LOCATING PLACES IN MINNESOTA

	<u>Percent of Respondents Who:</u>		
	<u>Total Sample (N=1207)</u>	<u>Had Difficulty Locating Places (N=131)</u>	<u>Had No Difficulty Locating Places (N=1076)</u>
<u>Factor:</u>			
More readily available state highway maps	23%	26%	22%
More road signs des- cribing the services available the next few miles	21	33	19
More road signs giving directions to speci- fic parks or resorts	19	39	16
State-owned standard road signs listing upcoming services by name	19	24	18
More road signs telling one what junctions are ahead	15	21	14
More road signs iden- tifying the road I'm on	14	22	13
More tourist informa- tion centers	14	20	13
More brochures and pamphlets available through the mail for pre-trip planning	13	11	13
More road signs giving directions to resort or recreation areas	12	25	10

TABLE 4  
(Continued)FACTORS INCREASING EASE OF  
LOCATING PLACES IN MINNESOTA

	<u>Percent of Respondents Who:</u>	
	<u>Total Sample (N=1207)</u>	<u>Had Difficulty Locating Places (N=131)</u> <u>Had No Difficulty Locating Places (N=1076)</u>
More radio information about places to go as I travel through Minnesota	10	11      10
More billboards for private services such as gas stations and motels	9	22      8
More road signs giving directions to towns	8	12      7



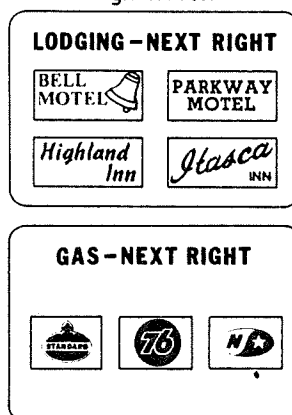
## APPENDIX

### ALTERNATE SIGNING TYPES EVALUATED BY MINNESOTA RESIDENT TRAVELERS

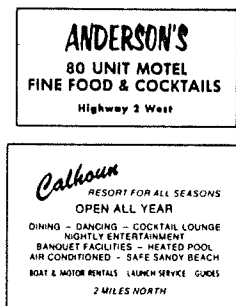
#### R Logos



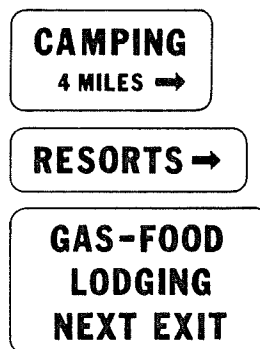
#### S Sign cluster



#### T Single signs



#### U Present sign types





RESIDENT SURVEY





OFFICE ELECTRONICS INC. #02

HAD DIFFICULTY  
LOCATING PLACES-----HAD DIFFICULTY LOCATING THE FOLLOWING:

PAGE 1

TOTAL	YES	NO	GAS/ SERVICE STATION	HOTEL- MOTEL	RESORT/ LODGE/ CAMPGROUND	PARK OR REC AREA	MUSEUM/ HISTORIC SITE	OTHER
PCT.	PCT.	PCT.	PCT.	PCT.	PCT.	PCT.	PCT.	PCT.

1525	225	1300	43	38	94	96	48	31
	14	85	19	16	41	42	21	13

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FORMER MN RESIDENT

TV ADVERTISING

ON SIGN CLUSTER HAVE MILEAGE TO PLACES

BUSINESS PLACES

PREVIOUSLY VISITED MN

ALL NIGHT GAS STATIONS LISTED

NO MORE ROAD SIGNS

OPPOSED TO NO 8 B&C IF STATE FUNDED

MORE REST AREAS

WASTED RESOURCES ON REST AREAS

NO MORE BILLBOARDS

NO MORE STATE OWNED ANYTHING

MAINTAIN THE PRESENT SIGNS

EACH SHOULD DO THEIR OWN ADVERTIZING

WASTE OF TAX PAYERS DOLLARS

STATE SHOULD NOT ADVERTIZE FOR STANDAR

SIGNS ARE FINE AS THEY ARE

MN HAS EXCELLENT MARKINGS

MORE REST AREAS

MORE REST AREAS

MORE BIKE TRAILS

PAST EXPERIENCE

COULDN'T LOCATE LKS

COUNTY ROADS BETWEEN TOWNS

MORE CAMPING AREAS

MORE REST AREAS

MORE REST AREAS

BUSINESS ASSOCIATES

# FOR DIFFERENTIATING LOCATING PLACES IN MINNESOTA

## RESPONDENTS

\*..... WAS IT EASIER TO LOCATE PLACES OF INTEREST IN MINNESOTA?.....\*..... TYPE OF SIGNING.....\*

\*..... ARE.....\*..... THAT IS MOST USEFUL.....\*

TOTAL	ANY.	ANY.	TOURIST ONLY.	ANY.	ANY.	ANY.	ANY.	HILL-	SIGNS TO	SIGNS TO	BROCH.	RADIO	LOGOS SIGN	SINGLE PRESENT
RESP.	SIGNS	TRAILHEADS	SIGNS/S	SIGNS/S	SIGNS/S	SIGNS/S	SIGNS/S	ROADS	SPECIFIC RESORT	PAMPH.	INFO.	CLUST-	SIGNS	SIGN
(101)	OR TRAILHEAD, A	DIRECT.	DIST.	DIRECT.	SERV.	SERV.	RESORTS	AREAS	MAILED			ERS		TYPES

YES	67	113	56	73	82	52	53	96	48	128	81	67	43	15	80	13	75
YES	21.55	15.07	23.10	16.93	19.60	15.07	19.77	21.33	26.66	29.29	25.71	18.55	19.19	11.45	16.25	23.21	15.24
225 (PERCENT = 19.75)																	

YES	259	665	106	323	335	293	215	554	132	309	234	274	181	116	340	43	417
NO	77.44	34.72	76.85	81.56	80.33	84.92	80.22	78.66	73.53	70.70	74.20	81.44	80.80	88.54	83.74	76.78	84.75
1300 (PERCENT = 25.20)																	

NO	526	783	242	396	417	345	268	450	180	437	315	361	224	131	406	56	492
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## HAD DIFFICULTY LOCATING PLACES IN MINNESOTA

## RESPONDENTS

\*.....RESPONDENT'S SINGLE MOST IMPORTANT SOURCE OF INFORMATION.....\*

\*.....MORE INFORMATIONAL SIGNING NEEDED.....\*

\*.....ON MAJOR HIGHWAYS.....\*ON MINOR HWYS & ROADS\*

TOTAL BOOKS; RESP. PAMPHLETS BROCHURES	VISITOR CENTERS	CHAMBER OF COMMERCE	TRAVEL AGENTS	HWY. MAPS	BILL- BOARDS	HWY. SIGNS	FRIENDS & RELATIONS	YES	NO	YES	NO
YES 43	6		1	49	11	35	50	126	99	182	43
YES 16.34	14.28	0.00	3.70	12.92	22.91	19.33	12.78	22.26	10.32	20.26	6.85
225 (PERCENT = 14.75)											
YES											
NO 220	36	22	26	330	37	146	341	440	860	716	584
NO 83.65	85.71	100.00	96.29	87.07	77.08	80.66	87.21	77.75	89.67	79.73	93.14
1300 (PERCENT = 85.24)											
NO											
263	42	22	27	379	48	181	391	566	959	898	627

REMOVE ALL EXISTING BILLBOARDS

~~OTHER TRAVELING~~

LIGHTED SIGNS FOR OPEN GAS STATIONS

PUBLIC BOAT LANDINGS HARD TO LOCATE

~~NEWSPAPER ARTICLES~~

V A HOSPITAL PROVIDED INFO

DON'T SPEND STATE MONEY ON PRIVATE ADD

~~NO STATE CONTROLLED SIGNS~~

THOUGHT SURVEY WAS EXCELLANT IDEA

STATE SHOULDN'T PAY FOR ADVERTISING

~~NO MORE SIGNS~~

MORE REST AREAS

NO MORE ROAD SIGNS

~~MORE REST STOPS~~

LESS BILLBOARDS

TROUBLE LOCATING REST AREAS

~~NO MORE SIGNS NEWSPAPER PROVIDES INFO~~

NEWSPAPER ARTICLES

MN HAS ONE OF THE BEST MARKED HWY

~~NO MORE SIGNS~~

DOT DOING A GOOD JOB

HIKING TRAILS POORLY MARKED NO ROAD SIG

~~HAVE COMPANIES GO THEIR OWN ADVERTIZING~~

MORE REST AREAS

LARGER SIGNS

~~TELE BOOK~~

NO MORE SIGNS

RADIO

NEWSPAPER

~~MORE REST AREAS~~

MORE WAYSIDE REST AREAS AAA HELPED

MORE REST AREAS EXIT SIGNS POSTED SOON

NEWSPAPER

REST AREAS

LIST TOWN NAMES ON SIGNS

~~RESTAURANTS~~

TOWNS ON COUNTY ROADS

NEWSPAPER TRAVEL SECTION

~~SADDLE CLUB~~

MORE INFO ON COUNTY ROADS

MORE LAKE SIGNS

~~INFORMATIONAL SIGNS ENTERING LGE TOWNS~~

MORE PARK AND REST AREA SIGNS

24 HOUR SERVICE SIGNS

~~MORE REST AREAS AND GARBAGE RECEPTACLE~~

NO BILLBOARDS

NEWSPAPER ADS

~~NEWSPAPER ADS HIGHER CHARGES~~

NO MORE BILLBOARDS

TV ADS

~~LARGER STREET SIGNS~~

LANE SIGNS IN ADVANCE TO SHOW EXITS

HAVE A CARIN UP NORTH

~~NO MORE BILLBOARDS~~

BETTER MAPS MORE DETAILS

NEWSPAPER MORE REST AREAS



UNIFORMITY OF SIGNS AND DIRECTIONS

~~MORE ROAD AND MAIL INFO CENTERS~~

HAVE COUNTY AND STATE ROADS BETTER MARKED

CERTAIN HWYS

~~NEWSPAPER ADS~~

SPEND MONEY ON MAINTENANCE THAN SIGNS

NO ADVERTIZING FOR PRIVATE BUSINESS

~~TROUBLE WITH SIDE ROADS UNMARKED~~

USED CB RADIO

ALSO LISTED ON SIGNS 24 HR SERVICE

~~TELEPHONES AT ROADSIDES FREE TO OPERATE~~

MORE BIG CITY MAPS AVAILABLE

PREPLANNED TRIP

~~NEWSPAPER ADS~~

MORE REST AREAS REFLECTOR DIVIDERS

PARKS & REC AREAS ON STATE MAP REST AR

~~NO MORE BILLBOARDS~~

MORE PUBLIC ACCESS TO LAKES

REST STOPS WITH OVER NIGHT CAMPING

~~OFF EXITS SHOW MILEAGE TO TOWNS~~

STATE SHOULDN'T PAY FOR PRIVATE CO ADV

PREVIOUS TRIPS

~~BETTER ADVERTISING AND MORE REST STOPS~~

MORE DAYSIDE REST STOPS

MORE REST AREAS

~~MORE REST AREAS ALSO ON SECONDARY ROAD~~

NEWSPAPER

SMALL TOWNS NOT LISTED ON MAP

MORE EMERGENCY TELEPHONES AVAILABLE

AAA

BETTER ROADS

HOSPITAL IN ROCHESTER

HISTORICAL SITES AND MUSEUM

NO MORE BILLBOARDS

NOT QUANTITY OF SIGNS BUT BETTER LOCATI

SERVICE STATION ATTENDANTS HELPFUL

NEWSPAPER TV AND RADIO

PREVIOUS EXPERIENCE

MORE REST AREAS

TOO MANY SIGNS COULD CAUSE ACCIDENTS

CAMP GUIDE FOR PRIVATE ST AND NATL

NO PROBLEMS AS IS

DISTANCE POSTED ON CAMPING SIGNS

BETTER CRO MAP

REST STOPS HELPED

BETTER MARKINGS IN THE CRO AREA

NEWSPAPER

VALLEY FAIR

OTHER TOURISTS

TAYLOR FALLS.

IF IT LOOKED INTERESTING HE STOPPED

NO MORE BILLBOARDS

NO MORE SIGNS NEWSPAPER AND RADIO

STATE SHOULD LIST TRAVEL BROCHURES AVL

COMBINE BAD SECTION A

MORE PUBLIC LANDINGS

24 HOUR SERVICE SIGNS ON HAYS

~~SHOULDN'T SPEND STATE MONEY ON PRIVATE~~

MORE UP TO DATE PRESENT SIGNS

IF PUT ON HAY SIGNS PARK MAP 24HR SERV

~~STATE PARK GUIDE BOOKS~~

REFLECTORIZED SIGNS

NO BILLBOARDS

~~MORE INFO LISTED ON STATE MAP~~

PRESENT ROAD SIGNS TERRIBLE

NEWSPAPER

~~MORE REST AREAS~~

MORE PUMP STATIONS AT REST AREAS

AMOCO OIL COMPANY

~~LET COMMUNITIES PROVIDE & MAINTAIN SIGN~~

RADIO

COMBINATION OF B & C IN QUEST 8

~~ROADSIGNS MORE CLEAR, USE TV RADIO ETC~~

AAA

NEWSPAPER

~~PREVIOUS EXPERIENCE~~

MORE IN TOWN DIRECTIONAL SIGNS

NO COMMERCIAL SIGNS ALONG SCENIC ROUTE

~~MORE REST AREAS~~

PREVIOUS EXPERIENCE

MORE REST AREAS

AAA

NO MORE BILLBOARDS

MORE ROADSIDE CAMPING AND REST AREAS

UNIFORMITY OF ROAD MARKINGS AT JUNCTION

~~MORE PUBLIC ACCESS TO LAKES~~

PUBLIC LANDING

HOSPITALS, CAFES AND STREETS

~~ANTIQUE SHOPS~~

APPEARANCE

OWN A CARIN

~~PREVIOUS EXPERIENCE~~

TV COMMERCIALS

AAA

~~FARM AREAS NEED ROAD AND COWPASS SIGNS~~

PUBLIC BOAT LANDINGS

24 HOUR SERVICE STATED ON SIGNS

~~CB RADIOS~~

NEWSPAPER

AAA

~~PREVIOUS TRIPS~~

ALSO LIST UP COMING TOWNS

MORE REST AREAS WITH REST ROOMS

~~STUDIES, PREVIOUS EXPERIENCE~~

MORE SIGNS TO VALLEY FAIR, ZOO, ART IN

MORE REST STOPS , NEWSPAPER AND RADIO

~~KAYSIDE REST AREAS~~

MORE REST STOPS

PERSONAL CHOICE

~~MORE REST STOPS~~

MORE LITTER CANS

AAA

MORE REST AREAS

~~GROUP TOUR PRE ARRANGED~~

MARK INTERSECTIONS

PUBLIC BOAT LANDINGS

~~NEWSPAPER ARTICLES~~

PREVIOUS TRIPS

MORE REST AREAS

~~SHOPPING CENTERS~~

MORE REST AREAS

NEWSPAPER

~~POSTING DISTANCE TO NEXT REST AREA~~

NEWSPAPER ARTICLES

REST AREAS

~~PREVIOUS EXPERIENCE~~

MORE REST STOPS

PRIVATE OWNERS SHOULD PAY FOR THEIR AD

~~NEWSPAPER ARTICLES MORE REST AREAS~~

LOGOS SHOULD BE OK IN THE DAYLITE

NEWSPAPER AND RADIO

~~PUBLIC BOAT LANDINGS~~

BUSINESS ASSOCIATES

BETTER LIGHTING AT INTERSECTIONS

~~PREVIOUS EXPERIENCE~~

NEWSPAPER

NEWSPAPER

~~PREVIOUS EXPERIENCE~~

EMPLOYEES CLUB AT WORK

MORE REST STOPS

## ARTICLES

NEWSPAPERS AND MAGAZINES

BEACHS AND FISHING AREAS PUBLIC

## RADIO ADVERTISING

OWN A LAKE HOME

MORE REST AREAS

AAA

QUES B BOTH A &amp; D

QUES B BOTH B &amp; C

QUES B BOTH B &amp; D

QB BOTH A &amp; D

QB BOTH A &amp; D NEWS PAPER

QB A MAJOR HAYS D MINOR HAYS

QB BOTH A &amp; D

MORE REST AREAS

QB BOTH A &amp; D

MORE REST AREAS QB BOTH A &amp; D

QB A &amp; D

QB C &amp; D

QB C &amp; D

QB B &amp; D

QB B &amp; C

QB B &amp; C

## HOSPITAL MARKINGS AND EMERGENCY PHONES

QB B &amp; D

QB B &amp; C

QB A &amp; B

QB B &amp; D

QB A & B

QB A & D

QB A & D

QB B & D

QB A & B SIGNS MADE UP WORD

MORE REST AREAS

QB A & D NEWSPAPER ARTICLES

QB B ON INTERSTATE A ON SECONDARY ROAD

QB A & B

QB A & D

QB A & D MARKED GAS STATION 24HR

QB B & D

QB A & D

QB B & D

QB A & D

QB A & B

QB C & D

QB A & D

QB B & D

QB B & D

AIRPORT MSP QB A & B

QB B & C

QB B & D

QB B & D RADIO AND TV

QB A & D

QB B & D

HOSPITALS AND REST STOPS QB A & D

QB B & D

08 A &amp; R

08 H &amp; D

08 A &amp; R

08 H &amp; D

08 H &amp; C

08 A &amp; R NEWSPAPER ARTICLES

08 H &amp; D

08 H &amp; D

08 H &amp; D

08 A &amp; R

08 H &amp; D

08 H &amp; C

08 A &amp; D

08 H &amp; D

08 C &amp; D

08 B &amp; D

08 A &amp; R

08 A &amp; R FOR MAJOR ROADS

08 A &amp; D

08 H &amp; C

08 H &amp; C

MORE REST AREAS

08 A &amp; D

08 A &amp; D

08 B &amp; D

08 A &amp; D WAYSIDE RESTS WITH RESTROOMS

08 H &amp; D

08 H &amp; C



QB B &amp; D

QB A &amp; D

QB B &amp; D

QB C &amp; D

QB A &amp; D

QB A &amp; B

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QB B &amp; D

QB B &amp; D

QB A &amp; B

QB B &amp; D

08 A R D

08 R X D

08 A R D

08 A R D

08 R X D

08 C R D

08 A R D

08 R X D

08 C R D

TOTAL NUMBER OF ITEMS RETRIEVED 345



NON-RESIDENT SURVEY I



11/10/67  
Sunderland

REPORT 0010

HOW PLACES WERE SELECTED---  
RESPONDENTS WHO ANSWERED:

PAGE 1

TOTAL TRAVEL BOOKS	VISITOR PAMPHLETS/ CENTERS BROCHURES	TRAVEL AGENTS	HWY MAPS	BILL- BOARDS	HWY SIGNS	FRIENDS & RELATIONS
-----------------------	---	------------------	-------------	-----------------	--------------	------------------------

PCT.	PCT.	PCT.	PCT.	PCT.	PCT.	PCT.
------	------	------	------	------	------	------

1159	308	165	224	29	562	218	371	572
------	-----	-----	-----	----	-----	-----	-----	-----

26	14	19	2	48	18	32	49
----	----	----	---	----	----	----	----

HAD DIFFICULTY  
LOCATING PLACES-----COULD NOT LOCATE:

PAGE 1

TOTAL	YES	NO	GAS/ SERVICE STATION	HOTEL- MOTEL	RESORT/ LODGE/ CAMPGROUND	PARK OR REC AREA	MUSEUM/ HISTORIC SITE	OTHER
-------	-----	----	----------------------------	-----------------	---------------------------------	---------------------	-----------------------------	-------

PCT.	PCT.	PCT.	PCT.	PCT.	PCT.	PCT.	PCT.	PCT.
------	------	------	------	------	------	------	------	------

1159	133	1026		17	28	18	8	37
------	-----	------	--	----	----	----	---	----

	11	88		12	21	13	6	27
--	----	----	--	----	----	----	---	----

OFFICE ELECTRONICS INC.

#021

## RESPONDENTS

\*-----HIT PLACES-----SELECTED

-WHATWOULD MAKE IT EASIER TO LOCATE PLACES OF INTEREST.

## AFTER

--ALIRE

TOTAL REDES/VISITOR RESP. BROCH. CERTS	TRAVEL AGENTS	TRAVEL MAPS	HIKE- BOARDS	HIKE- SIGNS	FRIENDS & RELATIVES	BROCH. MAPS/ PAMPH.	HIKE SIGNS- (PVT.)	HIKE SIGNS 10-TH	TOUR. INFO- CENTER	HIKE SIGNS 10-TH	BROCH. MAPS/ PAMPH.	HIKE SIGNS- (PVT.)	HIKE SIGNS 10-TH	TOUR. INFO- CENTER	HIKE SIGNS 10-TH
YES	63	25	7	68	35	46	65	20	30	16	9	23	23	51	18
YES	14.25	15.15	24.13	12.40	16.05	12.39	11.36	28.16	30.00	27.58	23.68	22.77	14.93	21.61	17.47
133 (PERCENT = 11.47)															
YES	861	144	22	494	183	325	507	51	70	42	29	78	131	185	85
YES	115.12	71.22	75.56	47.90	83.94	87.60	88.63	71.83	70.00	72.41	76.31	77.22	85.06	78.38	82.52
1026 (PERCENT = 89.52)															
NO	22	165	24	562	218	371	572	71	100	58	38	101	154	236	103
195															



VERY FAMILIAR WITH MN  
MOST TOURS FILLED WILSON BEAT NO TOURS

- ✓COULDN'T LOCATE REST AREAS
- ✓TROUBLE LOCATING RESTAURANTS
- ✓FINDING RESTAURANTS

- ✓COULDN'T FIND A CHURCH OFFICER HELPED
- ✓RESTAURANT COULDN'T LOCATE I35 EXITS
- ✓REST AREAS TO ACCOMMODATE TRAVEL TRAILERS
- ✓TROUBLE LOCATING DULUTH PORT
- ✓COULDN'T LOCATE IMPORT EXPORT BUSINESSES
- ✓RESTAURANT COULDN'T LOCATE

- ✓MORE ROCK HOUND INFO
- ✓COULDN'T LOCATE VALLEY FAIR
- ✓MORE PAMPHLETS ON VALLEY FAIR
- ✓MORE INFO & DIRECTION TO NEW ZOO
- ✓MORE INFO & DIRECTION TO NEW ZOO
- ✓NEW ZOO CAN'T LOCATE

- ✓NEW ZOO CAN'T LOCATE
- ✓COULDN'T LOCATE NEW ZOO
- ✓HARD TO FIND HWY SIGNS THRU CONST AREAS
- ✓COULDN'T LOCATE GAS STATIONS & EATING PLC
- ✓MORE REST AREAS
- ✓MORE REST AREAS

- ✓MORE REST AREAS
- ✓REST AREAS NOT WHERE MAP INDICATES THEM
- ✓CBD LOCATIONS COULDN'T LOCATE
- ✓NO PARKING OR PUBLIC PEACHES AT LK MTKA
- ✓TROUBLE LOCATING HOLIDAY VILLAGE
- ✓COULDN'T LOCATE GAS STATIONS

ROADS IN TOWN WEREN'T SHOWN ON MAP  
LAKES COULDN'T LOCATE  
DETOURS SHOULD BE MARKED IN ADVANCE

- ✓TROUBLE WITH STREET SIGNS IN CBD
- ✓ZOO
- ✓REST AREAS
- ✓CAMPING AREAS

TOTAL NUMBER OF ITEMS RETRIEVED 37

*Non-residents' comments*

NON-RESIDENT SURVEY II

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TOTAL TRAVEL BOOKS	VISITOR PAMPHLETS/ CENTERS BROCHURES	TRAVEL AGENTS	HWY MAPS	BILL- BOARDS	HWY SIGNS	FRIENDS & RELATIONS
-----------------------	---	------------------	-------------	-----------------	--------------	------------------------

PCT.	PCT.	PCT.	PCT.	PCT.	PCT.	PCT.
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1207	348	209	312	33	618	312	415	672
------	-----	-----	-----	----	-----	-----	-----	-----

28	17	25	2	51	25	34	55
----	----	----	---	----	----	----	----

HAD DIFFICULTY

PAGE 1

LOCATING PLACES-----HAD DIFFICULTY LOCATING THE FOLLOWING:

TOTAL	YES	NO	GAS/ SERVICE STATION	HOTEL- MOTEL	RESORT/ LODGE/ CAMPGROUND	PARK OR REC AREA	MUSEUM/ HISTORIC SITE	OTHER
-------	-----	----	----------------------------	-----------------	---------------------------------	---------------------	-----------------------------	-------

PCT.	PCT.	PCT.	PCT.	PCT.	PCT.	PCT.	PCT.	PCT.
------	------	------	------	------	------	------	------	------

1207	131	1076	20	24	33	33	18	36
------	-----	------	----	----	----	----	----	----

10	89	15	18	25	25	13	27	
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## HAD DIFFICULTY LOCATING PLACES IN MINNESOTA

-----RESPONDENTS-----  
 \*.....HOW PLACES WERE SELECTED.....\*.....WHAT WOULD MAKE IT EASIER TO LOCATE PLACES OF INTEREST.....\*  
 \*.....MORE.....\*

TOTAL BOOKS/ VISIT. TRAVEL	HWY BILL- HWY FRIEND HWY	HWY TOUR. HWY HWY HWY HWY	BILL- SIGNS TO SIGNS BROCH. RADIO
RESP. BROCH. CENTER AGENTS	MAPS BOARDS SIGNS & REL. SIGNS	MAPS INFO- SIGNS SIGNS SIGNS SIGNS	BOARDS SPECIFIC /REC. PAMPH. INFO
(PVT)		CENTRS /RD.# /JCT. /TOWNS /SERV. /SERV. RESORTS	AREAS MAILED

YES	66	23	2	71	36	57	60	32	34	26	29	28	16	43	29	51	33	15	14
YES	13.20	11.00	6.06	11.48	11.53	13.73	8.92	14.09	12.31	15.29	17.57	15.55	17.58	17.26	25.66	22.46	23.40	9.61	11.38
131 (PERCENT = 10.85)																			

YES	434	186	31	547	276	358	612	195	242	144	136	152	75	206	84	176	108	141	109
NO	86.80	88.99	93.93	88.51	88.46	86.26	91.07	85.90	87.68	84.70	82.42	84.44	82.41	82.73	74.33	77.53	76.59	90.38	88.61
1076 (PERCENT = 89.14)																			

NO	500	209	33	618	312	415	672	227	276	170	165	180	91	249	113	227	141	156	123
----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----	-----	-----	----	-----	-----	-----	-----	-----	-----

✓USED HOLIDAY INN DIRECTORY

✓INFO FROM ADS

✓GAS STATION GAVE INFO

✓USED NEWSPAPER

✓MOTEL OWNERS GAVE OUT INFO

✓NEWSPAPER GAVE OUT INFO

✓PREVIOUS VISITS TO MN

✓USED YELLOW PAGES IN TELEPHONE BOOK

✓TELEVISION

✓NEWSPAPER

✓MOTOR CLUB

✓MOTOR CLUB

✓PAST TRIPS HERE & MOTEL RECOMMENDATIONS

✓FORMER MN RESIDENT

✓FORMER MN RESIDENT

✓BETTY CROCKER TOURS

NO BILLBOARDS

✓FAMILIAR WITH THE AREA

✓PEOPLE THEY MET ALONG THE WAY

✓NATIVE BORN

✓PREVIOUS EXPERIENCE

✓FORMER RESIDENT

✓ PRIOR KNOWLEDGE MORE LAKE SIGNS

✓ TV

✓ CB RADIO

✓ TV

✓ FAMILAR WITH MN

✓ TV COMMERCIALS HELPED LOCATING POST OFFIC

✓ NEWSPAPER

✓ RECEIVED INFO AT GAS STATION

✓ FORMER RESIDENT

✓ NEWSPAPER ADVERTISING

✓ BUSINESS CONTACTS

✓ RESORT OWNER

✓ FORMER MN RESIDENT

✓ NATIVE MINNESOTA

PRE ARRANGED BY CONVENTION

✓ INFORMATION BOOTH

✓ ASK LOCALS FOR GOOD EATING PLACES

✓ CHICAGO MOTOR CLUB PROVIDED INFO

✓ PREVIOUS VACATIONS

✓ 20 YEARS COMING TO MN

SEE THE VIKINGS



☒ FORMER MN RESIDENT

MORE REST STOPS

☒ TV COMMERCIALS HELPED

SPECIFIC HWYS

☒ NEWSPAPER☒ PREVIOUS EXPERIENCE☒ GAS STATION ATTENDANT☒ FORMER RESIDENT

REST AREAS

☒ VACATIONED HERE FOR 10 YEARS☒ NEWSPAPER ADS

NO BILLBOARDS

☒ FORMER MN RESIDENT☒ FORMER MN RESIDENT☒ OWN CABIN IN MN☒ FORMER MN RESIDENT☒ CAMP BOOKS☒ TV COMMERCIALS HELPED☒ HIWAY PATROL

TOTAL NUMBER OF ITEMS RETRIEVED

75

MINNESOTA RESIDENT TRAVELER  
MAILBACK SURVEY  
QUESTIONNAIRE

---

On request of the State Legislature, the Minnesota Department of Transportation is studying informational needs of tourists and travelers in Minnesota. Please take a few minutes to answer the following questions and return the completed post paid survey form to us. Your answers will remain confidential. Thank you.

1. Have you traveled more than 50 miles from your home in the last 12 months?

☐ Yes If you check Yes, please go on to answer questions 2 through 7.  
Then return the questionnaire to us.

☐ No If you check No, consider this questionnaire completed and return it to us.

2. When traveling in Minnesota, how do you select places to stop or visit? (Check all that apply)

<input type="checkbox"/> Travel Books (Guides)	<input type="checkbox"/> Travel Agents	<input type="checkbox"/> Highway Directional and Informational Signs
<input type="checkbox"/> Visitor Centers	<input type="checkbox"/> Highway Maps	<input type="checkbox"/> Friends and Relations
<input type="checkbox"/> Pamphlets and Brochures	<input type="checkbox"/> Billboards	<input type="checkbox"/> Others (specify) _____
<input type="checkbox"/> Chamber of Commerce		_____

3. Of those things listed in number 2 above, circle the single most important sources of information.

4. Did you have difficulty locating any of the places you visited or wanted to visit in Minnesota? (This includes public places such as parks or recreation areas and private places such as resorts, lodges, or campgrounds.)

☐ Yes ☐ No

5. If your answer was Yes, what type of place(s) did you have difficulty locating? (Check all that apply)

<input type="checkbox"/> Hotel — Motel	<input type="checkbox"/> Park or recreational areas
<input type="checkbox"/> Resort, lodge or campground	<input type="checkbox"/> Museum or historic
<input type="checkbox"/> Gas or auto service station	<input type="checkbox"/> Other (please explain) _____
	_____

6. Would any of the things listed below make it easier to locate places of interest in Minnesota? (Check all that apply)

<input type="checkbox"/> More roadsigns describing the services available the next few miles.	<input type="checkbox"/> More roadsigns giving directions to specific parks or resorts.
<input type="checkbox"/> More roadsigns giving directions to towns.	<input type="checkbox"/> More roadsigns giving directions to resort or recreation areas.
<input type="checkbox"/> More roadsigns giving distance to towns.	<input type="checkbox"/> More readily available state highway maps.
<input type="checkbox"/> More billboards for private services such as gas stations and motels	<input type="checkbox"/> More tourists information centers.
<input type="checkbox"/> State owned standard roadsigns listing upcoming services by name. (Standard, 76 and Skelly gasoline, Hilton Inn and Holiday Inn Motel.)	<input type="checkbox"/> More brochures and pamphlets available through the mail for pretrip planning.
<input type="checkbox"/> More roadsigns identifying the road I'm on.	<input type="checkbox"/> More radio information about places to go as I travel through Minnesota.
	<input type="checkbox"/> More roadsigns telling me what junctions are ahead.

(Continued on Next Page)

MINNESOTA RESIDENT TRAVELER  
MAILBACK SURVEY  
QUESTIONNAIRE  
(Continued)

7. In view of your answer(s) to question number 6, do you feel more informational signing is needed in Minnesota:

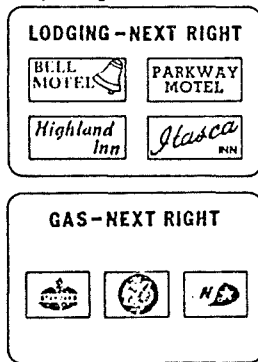
- A) On major highways      ☐ Yes      ☐ No
- B) On minor highways and roads      ☐ Yes      ☐ No

8. If you feel more informational signing is needed, which type of signing illustrated below do you feel would be most useful and acceptable (please circle).

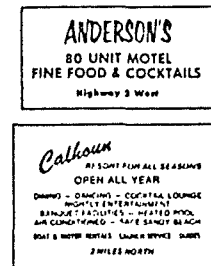
A) Logos



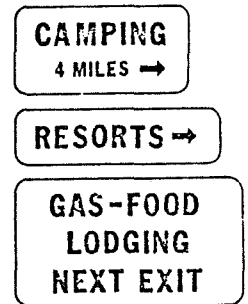
B) Sign cluster



C) Single signs



D) Present sign types



Comments: \_\_\_\_\_

\_\_\_\_\_

(Use Reverse Side For Further Comments)

\_\_\_\_\_

NON-RESIDENT SURVEY I  
MAILBACK POSTCARD  
QUESTIONNAIRE

---

We are interested in learning about the type of information you use while traveling. Please answer the following questions and drop this postpaid card in the nearest mailbox. Thank you.

When traveling in Minnesota, how did you select places to stop or visit? (Check all that apply)

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Travel Books (guides)   | <input type="checkbox"/> Travel Agents | <input type="checkbox"/> Highway Directional and Informational Signs |
| <input type="checkbox"/> Visitor Centers         | <input type="checkbox"/> Highway Maps  | <input type="checkbox"/> Friends and Relations                       |
| <input type="checkbox"/> Pamphlets and Brochures | <input type="checkbox"/> Billboards    |  |

Did you have difficulty locating any of the places you visited or wanted to visit in Minnesota? (This includes public places such as parks or recreation areas and private places such as resorts, lodges or campgrounds.)

☐ Yes ☐ No

Were there places in Minnesota you wanted to visit on this trip but did not because you had difficulty locating them?

☐ Yes ☐ No

If your answer was yes, what type of place(s) could you not locate? (Check all that apply)

- |   |  |
|---|--|
| <input type="checkbox"/> Hotel - Motel                | <input type="checkbox"/> Park or recreational area |
| <input type="checkbox"/> Resort, lodge or campground  | <input type="checkbox"/> Museum or historic        |
| <input type="checkbox"/> Other (please explain) _____ |  |

What would make it easier to locate places of interest in Minnesota?

Better	More	
( )	( )	Brochures, maps and pamphlets
( )	( )	Highway signs with detail, including private place names
( )	( )	Highway signs identifying State Highways
( )	( )	Tourist information centers
( )	( )	Highway signs identifying minor highways and roads

# NON-RESIDENT SURVEY II MAILBACK POSTCARD QUESTIONNAIRE

This questionnaire is sponsored by the Minnesota Department of Transportation. All responses are confidential.

We are interested in learning about the type of information you use while traveling. After leaving Minnesota, please answer the following questions and drop this postpaid card in the nearest mailbox. Thank You.

1) When traveling in Minnesota, how do you select places to stop or visit? (Check all that apply)

☐ Travel Books (Guides) ☐ Travel Agents ☐ Highway Directional and Informational Signs  
☐ Visitor Centers ☐ Highway Maps ☐ Friends and Relations  
☐ Pamphlets and Brochures ☐ Billboards ☐ Other (Please specify)

2) Did you have difficulty locating any of the places you visited or wanted to visit in Minnesota? (This includes public places such as parks or recreation areas and private places such as resorts, lodges, or campgrounds).

☐ Yes ☐ No

3) If your answer was yes, what type of place(s) did you have difficulty locating? (Check all that apply)

☐ Hotel-Motel ☐ Park or recreational area  
☐ Resort, lodge, or campground ☐ Museum or historic site  
☐ Gas or Auto Service Station ☐ Other (Please specify)

4) What would make it easier to locate places of interest in Minnesota?

☐ More roadsigns describing the services available the next few miles. ☐ More roadsigns giving directions to specific parks or resorts.  
☐ More roadsigns giving directions to towns. ☐ More roadsigns giving directions to resort or recreation areas.  
☐ More billboards for private services such as gas stations and motels. ☐ More tourist information centers.  
☐ State owned standard roadsigns listing upcoming services by name. (Standard, 76, and Skelly gasoline, Hilton Inn, Holiday Inn Motels, etc.) ☐ More brochures and pamphlets available through the mail for pretrip planning.  
☐ More roadsigns telling us what junctions are ahead. ☐ More radio information about places to go as I travel through Minnesota.  
☐ More readily available state highway maps. ☐ More roadsigns identifying the road I'm on.

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**

FIRST CLASS PERMIT NO. 171 ST. PAUL, MN.

POSTAGE WILL BE PAID BY ADDRESSEE

Minnesota Department of Transportation  
Transportation Building  
St. Paul, Minnesota 55155

ATTN: Transportation Forecasts Section  
— Rm. 813

MINNESOTA DEPARTMENT OF TRANSPORTATION  
TRANSPORTATION BUILDING  
ST. PAUL, MINNESOTA 55155  
FIRST CLASS PERMIT NO. 171 ST. PAUL, MN.  
POSTAGE WILL BE PAID BY ADDRESSEE  
BUSINESS REPLY MAIL  
NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

REPORT 6

QUALITATIVE RESEARCH :  
RESIDENT EVALUATION PANELS  
STUDY OF INFORMATIONAL NEEDS  
OF TOURISTS IN MINNESOTA

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## INTRODUCTION

### Overview

The Minnesota Department of Transportation is studying the informational needs of tourists and travelers in Minnesota. Marketing Decisions, Inc. is conducting an extensive investigation of these needs, which to date has consisted of both qualitative and quantitative assessments. Based on the results and findings of these research studies, we have identified some problem areas and possible solutions. Prior to making final recommendations, we wished to explore these ideas with consumers to provide further evaluation and directions for refinement.

### Methodology

This research consisted of two consumer feedback discussion groups conducted on December 2 in Minneapolis. One group was men, the other women. All respondents had traveled more than 50 miles outside of the metropolitan area within the past year. The discussion guide is appended and tape recordings of the discussions are available from Marketing Decisions.

## MAJOR FINDINGS

### Tourist/Travel Problems Within Minnesota

. The extent and nature of travel problems was consistent



with previous research findings for Minnesota residents. Many of these problems have been alleviated over the years through experience from traveling.

. Typical problems described are:

- locating clean restrooms and a sufficient number of rest stops (cited by women only)
- finding services and facilities closed due to hours of operation or seasonality
- locating suitable family eating places (fast foods)
- obtaining emergency help (medical or highway)
- knowing road conditions and construction information
- encountering heavy weekend or holiday traffic
- obtaining maps and clear directions when lost
- locating remote places where secondary road signage is limited or non-existent
- having enough advanced notice for exits and turnoffs.

. Primary sources of information used to identify resorts and campgrounds consist of word-of-mouth, guidebooks (e.g., AAA and Woodalls) and other printed materials.

. Maps/atlasses and road signs are the primary sources of information used to obtain directions and locate service stations and restaurants.

. Men tend to do the majority of the driving, while women navigate and tend the children -- duties which they find far from desirable.

Toursit Symbol System

- . Consumers felt that a tourism/travel information system would be highly desirable and that a symbol might be useful. They had difficulty, however, in understanding exactly how the symbol would be used and what it would mean. Use of the symbol did connote "state sponsored" or "state approved" to most of the respondents.
- . It was felt that Minnesota residents with time could quite easily learn the symbol, but that out-of-state tourists must be "taught" the symbol immediately upon entering the state in order for the symbol to be effective.
- . State names, birds, flowers, etc. are not well known. Several respondents did not know that Minnesota was the Northstar State or that the loon was the state bird. Symbols for other states were not known unless they were connected with sports teams.
- . Minnesota is known as "the land of 10,000 lakes" by residents, and there was a feeling that non-residents are also familiar with this slogan. A tie-in with the new scenic license plates (slogan and graphics) was suggested.
- . Men had no decided preference for any of the symbol alternatives presented to them. They had difficulty in conceptualizing a symbol that would represent the whole state.
- . Women had a clear-cut preference for the pine tree/water symbol. They felt its communication was meaningful and its graphics pleasing. They did feel, however, that it

should be placed on an outline of the state or on a state-shaped sign.

- . The use of a question mark (?) as a symbol for tourist information was a well received suggestion.

### Sign Bays

- . Consumers were very positive to the concept of a sign bay and stated that they definitely would use them.
- . They felt that they should be located near a place where they make necessary or frequent stops. For men, this was gas stations; for women, it was wayside rest areas.
- . Respondents stated that they would like to see the following on or near the sign bays:
  - information concerning food, lodging, campgrounds and gas with months and hours of operation
  - a state and/or regional map indicating the location of the sign bay (YOU ARE HERE)
  - a vending machine which dispenses maps and informational brochures about the immediate area for a nominal charge
  - location and distances to other sign bays/information centers
  - emergency information -- directions and telephone numbers for the nearest hospitals and police and highway patrol stations
  - bathrooms
  - goodlighting for night use situations

- a phone -- suggestions included:
  - 1) a regular pay phone
  - 2) a free phone that was a direct line for emergencies only
  - 3) a customized phone where every number was a special information number for either a recorded message or for manned information, e.g., one number for road conditions, one for emergency assistance, one with a local promotional message.
- (Respondents reacted positively to the idea of a toll-free tourist information number.)
- . It was felt that bays do not need to be especially large, but should be constructed to provide the user with protection from foul weather.
- . The following were seen as possible problems:
  - vandalism
  - keeping them clean, in good repair and updated with accurate information
  - providing access and snow removal during the winter
  - funding for a sufficient number of them(Locating this information in contracted-for space at gas stations could help overcome these problems.)

### Road Signs

- . Respondents stated that their criteria for secondary road signage would be that they are easy to read and that they blend well with the surrounding environment ("rustic"). The basic design of the sample signs met these criteria and was well liked by the respondents. The only suggestion was that the lettering be reflective.

- . The slat sign concept was well-received, but respondents felt that directional arrows should be added. They felt that the slats should be limited to essentials -- food, lodging and gas -- to eliminate confusion and clutter.
- . Respondents were somewhat confused by the directional sign with the accomodation logos. They like the use of the logo system but felt that the sign was unnecessary. The incorporation of the logos into the slat sign seemed more logical to them.
- . One sign that gives the name, direction and mileage was felt to be sufficient, unless there was a change in direction, intersection or turnoff before reaching the destination. If so, they want additional signs for reassurance that they are on the right road.
- . The site sign should be on the property. The use of the information logo on this sign communicates to the travelers that tourist information is available there or that the establishment is approved by the state and meets some set of minimum standards. (Its use on a site sign, therefore, must be carefully evaluated.)

### Maps

- . Consistent with past research, the unavailability of state maps is seen as a major problem. Travelers state that they rely heavily upon the use of maps. They are frustrated, and in some cases angry, about the difficulties that they have encountered in trying to obtain a map.

- . Men are much more willing to pay for a map and are willing to pay more than women. Men stated that they will pay \$1 for a state or county map. Women felt that state maps should either be free or cost about 25¢.
- . Women have little need for county maps, whereas men find them useful while hunting, fishing and camping. Women stated a need for city (Minneapolis and St. Paul) maps.
- . Local maps were felt to be the responsibility of the Chamber of Commerce and should be free. Tourists prefer to pick up these maps when they are in the area rather than to receive them in advance of the trip.
- . Respondents are willing to trade off some color on maps for increased availability. Black and white maps, however, were described as extremely difficult to read. Black printed on color stock was felt to improve the readability.
- . Maps with advertising used to defray the cost are acceptable. Women stated, however, that they probably would not use the advertisements as a source of tourist information, because they would be skeptical about the quality of the facilities. Men were somewhat more willing to use the advertisements.
- . Men felt that pictorial or illustrative maps are useless unless they have road markings. They do like the use of symbols on maps to indicate ski areas, parks, etc.
- . Women were very enthusiastic about pictorial or illustrative maps. They would use them to plan activities and felt that their children would like to look at them. They also felt that this type of map would be a good promotional piece for out-of-state tourists.



Discussion Guide: Informational Alternatives  
Consumer Feedback Study

I. Introductions

II. Tourist/Travel Problems within Minnesota

- nature of problems
- sources of information used
- examples/incidences
- comparisons with other states

III. Tourist Symbol System

- is it a good idea?
- what should it communicate?
- suggestions for symbols
- explore four alternatives

IV. Signage

A. Sign Bays

- reaction
- what should be there?
- problems they see/suggested solutions
- alternatives

B. Road Signs

- reactions to three signs
- what was the intended purpose of each?
- logical sequence of signs

V. Maps

- availability
- willingness to pay (how much? for what kind?)
- type needed and/or desired
  - .state
  - .regional/county
  - .local
- reactions to:
  - .maps with advertising for lodgings, gas and food
  - .illustrative maps





## APPENDIX

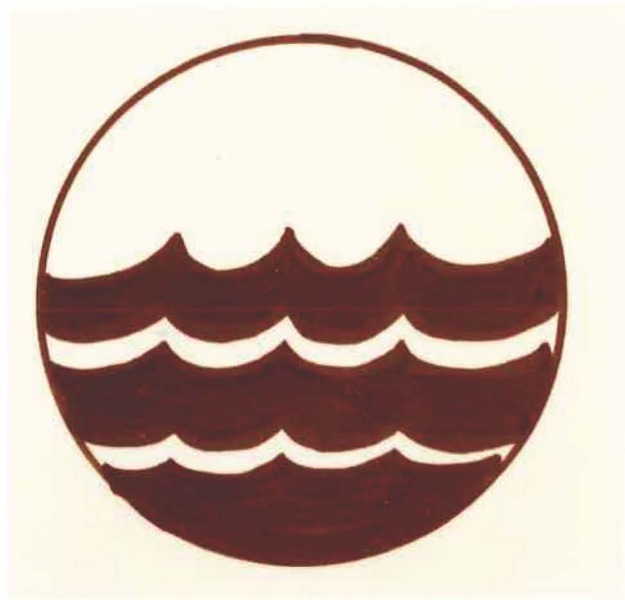
### EXPLORATORY DESIGNS

Color reproductions of the artwork on the following pages was used in the resident traveler focus groups to stimulate discussion and gather reactions to information source alternatives.

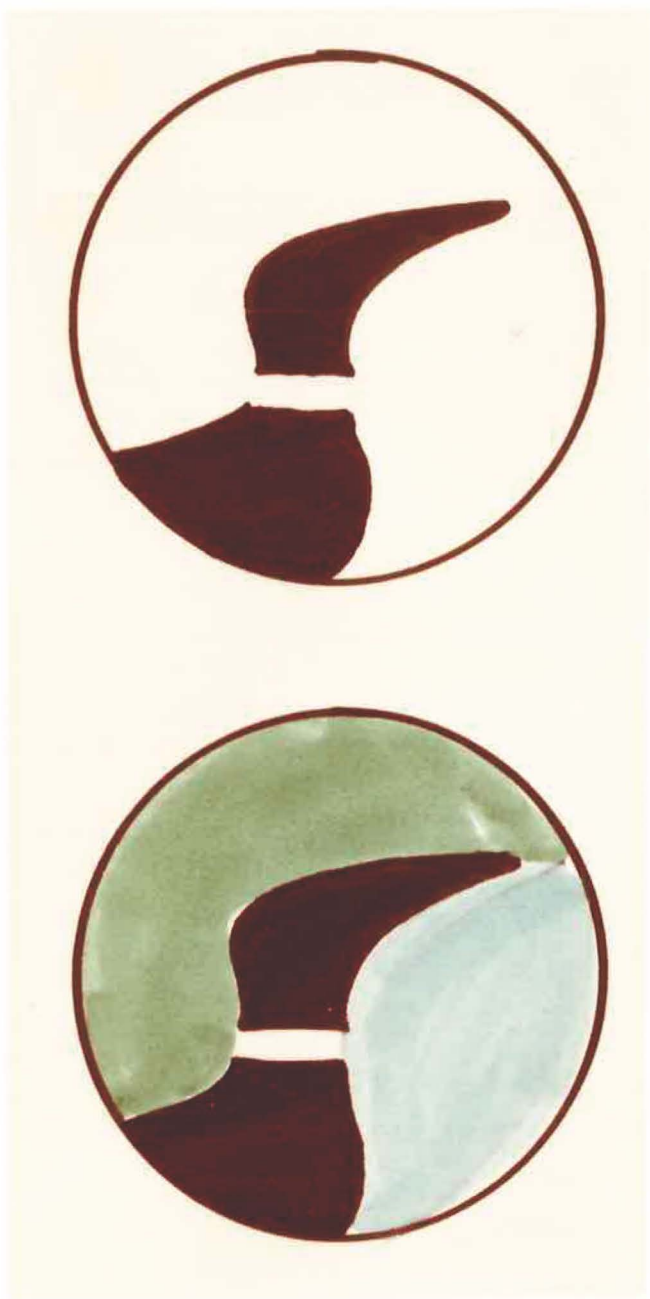
The designs include:

- Tourist information symbol alternatives;
- Exhibits of a slat sign, directional signs and resort site sign, all displaying the tourist information symbol;
- Example of a sign bay/plaza, which utilizes the tourist information symbol for identification.















**Quadna Mt. 4mi.**

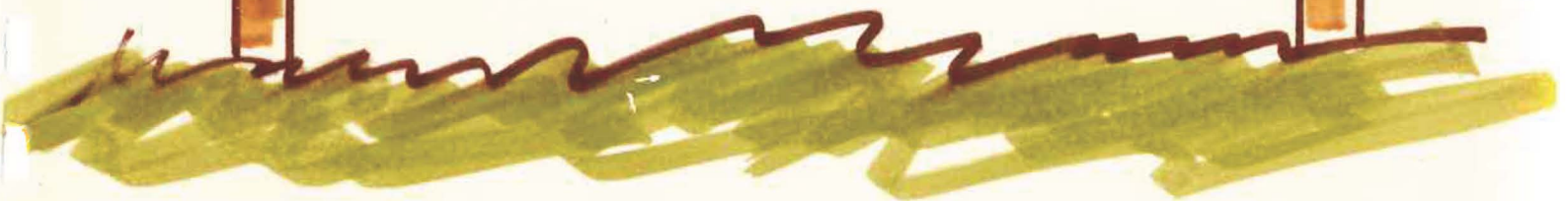
**Holliday Inn 1mi.**

**Jerry's Bait 1/2 mi.**





**Quadna Mt.**





**TOURIST  
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