

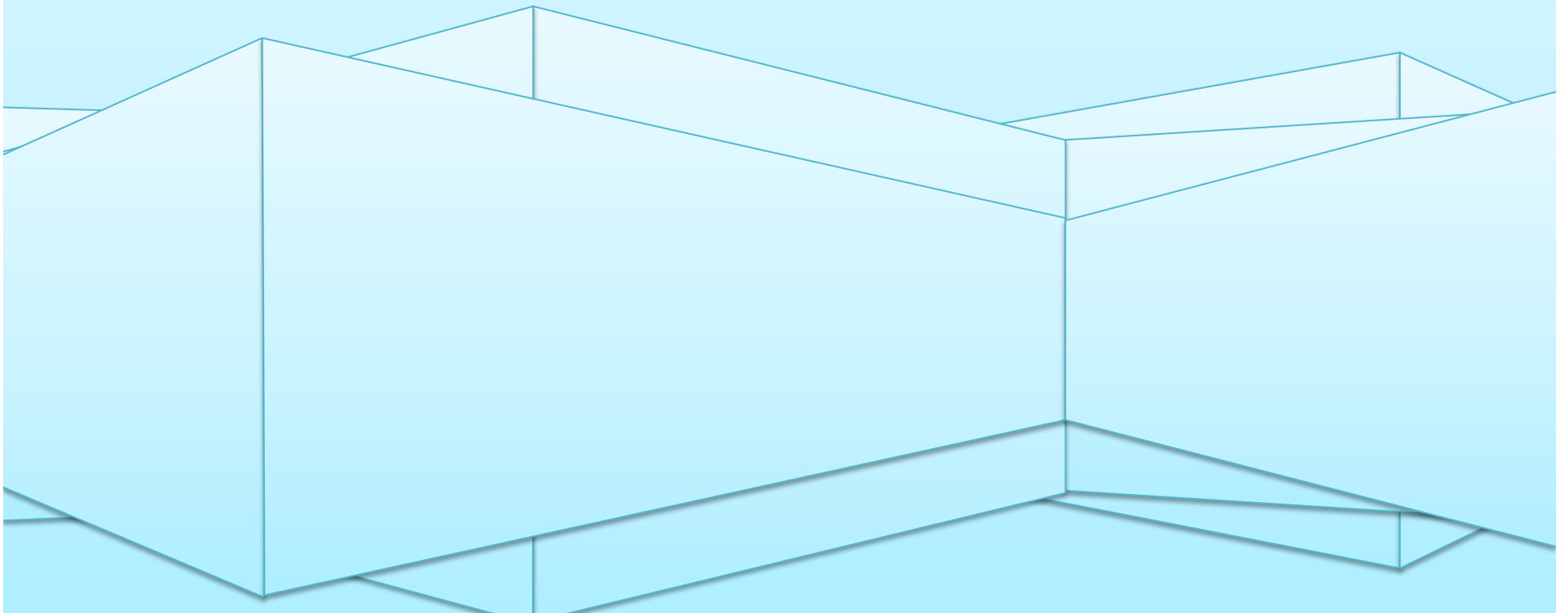
A Timeline of Michigan Tourism

Alyssa Peterson and Dr. Sarah Nicholls

Department of Community, Agriculture, Recreation & Resource Studies

Michigan State University

March 2012



1815
1837
1855
1887
1895
1896
1898
1901
1905
1909
1915

Detroit incorporated as a city

Michigan became the 26th state of the United States

The beginning of smooth transportation between Lakes Superior and Huron is marked by a steam engine boat crossing through the Sault Ste. Marie Locks

The Grand Hotel opened on Mackinac Island

Michigan's first state park, Mackinac Island State Park, opened

Detroit CVB opened as the first CVB in the U.S.

First gas-powered automobile in Michigan tested

Golf courses began being designed in Michigan

Wawashkamo Golf Course founded on Mackinac Island

The world's first concrete road built in Detroit

Organized skiing in the U.S. began in Ishpeming, MI, where the National Skiing Association was founded

MI Hotel, Motel and Resort Association (MHMRA) formed

Huron and Hiawatha National Forests established

First stop sign invented and installed in Detroit



1917

Michigan Tourism and Resort Association (MTRA) formed (later renamed West Michigan Tourism Association)

1919

First commercial flight (from Paris to London)

Michigan's state park system established



1928

Tunnel and bridge access to Canada commences with the opening of the Detroit-Windsor Tunnel and the Ambassador Bridge

Interlochen Center for the Arts founded

Hugh Gray of MTRA led the movement to secure the first state appropriations for tourist advertising after showing the state legislature the value in the tourism industry, gaining \$100,000/year for 2 years

1929

Black Tuesday, October 29, 1929, marked the beginning of the Great Depression

Dr. Allister Mackenzie and Perry Maxwell designed Crystal Downs Country Club

Edison Institute (later to become the Henry Ford) founded

First out of state office to promote Michigan opened in Chicago

1931

Ottawa forest proclaimed a national forest

1933

Michigan's first Civilian Conservation Corps established

1934

Michigan Tourist and Resort Commission created as a liaison between state and regional tourism organizations

1935

First Welcome Center in the nation opened in New Buffalo

1937

Caberfae Ski Resort opened



1938
1939
1941
1945
1947
1954
1957
1966
1970
1975
1997

Manistee National Forest opened

World War II started

Otsego Ski Club opened

The U.S. joined World War II

The Great Depression ended

World War II ended

Public Act 106 of 1945, the original enabling legislation for a statewide travel commission, enacted

Huron and Manistee National Forests combined

Boyne Resorts was founded by Everett Kircher and changed the industry globally with the introduction of artificial snow-making capabilities

U.S. Ski and Snowboard Hall of Fame established in Ishpeming, MI

Northland Mall, the first shopping mall in the U.S., opened in Southfield, MI

The Mackinac Bridge opened

Pictured Rocks National Lakeshore established as the nation's first national lakeshore

Sleeping Bear Dunes National Lakeshore opened

"Say Yes to Michigan" campaign started

The Michigan Association of Convention and Visitor Bureaus (MACVB) founded

Non-Native American casino gambling legalized

"Great Lakes. Great Times" campaign started



1999
2006
2007
2008
2009
2010
2011
2012

Michigan Economic Development Corporation (MEDC) founded

Pure Michigan campaign launched regionally

Pure MI receives Mercury Awards for Best State Tourism Television Commercials and Best State Tourism Advertising Campaign

First ever Michigan Tourism Strategic Plan presented at the Governor's Conference on Tourism

MI Hotel, Motel and Resort Association renamed MI Lodging and Tourism Association (MLTA)

Pure MI receives Mercury Award for Best State Tourism Radio Advertising

Pure MI receives Mercury Awards for Best State Tourism Radio Advertising and Best State Tourism Niche Marketing

Pure MI ranked among the 10 all-time best travel campaigns by Forbes

Pure MI receives Mercury Awards for Best State Tourism Radio Advertising, Best State Tourism Television Commercials, Best State Tourism Welcome Center Program and Best State Tourism Co-op (Partnership) program

Pure MI honored with the "Best of Show" award at the 2010 D Show, an annual event celebrating the breadth of ideas, depth of talent and craft of the advertising world

Pure Michigan launched nationally

Travel MI VP George Zimmermann named 2011 State Tourism Director of the Year by National Council of State Tourism Directors

National Gold Medal Award for the best state park system in the nation awarded to the Michigan DNR by National Recreation and Park Association

Pure MI receives Mercury Award for Best State Tourism Radio Advertising

Pure MI receives David Ogilvy Award for Excellence in Advertising Research

Sleeping Bear Dunes National Lakeshore voted "Beautiful Place in America" by ABC's *Good Morning America*

Initiation of the planning process for Michigan Tourism Strategic Plan 2012-2017

