Michigan State University Extension is conducting this survey to develop a baseline of information about Michigan’s lodging industry to determine educational programming needs.

Please respond by checking or circling the appropriate response.

### A. Type of Property

- [ ] Motel /Lodge/Inn
- [ ] Cabins/Cottages
- [ ] Other (please specify) _______________

### B. Number of units and rates:

<table>
<thead>
<tr>
<th>Type of Unit</th>
<th>In season daily rates</th>
<th>Off-season daily rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Singles</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Doubles</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Suites</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### C. Recent Renovations

When was your property constructed? _______

How long have you owned your property? ______ years

Did you renovate your property in the last 5 years? ___Yes  ___No

- [ ] Total upgrade
- [ ] Partial upgrade

If Yes, was it: Decreased greatly  Same  Increased greatly

- [ ] Greatly
- [ ] Greatly

How did the renovation impact your occupancy? 1  2  3  4  5

How did the renovation impact your profitability? 1  2  3  4  5

Are you planning to renovate your facility in the next 5 years? ___Yes  ___No  ___Maybe/Not sure

### D. Occupancy Trends

Please provide approximate occupancy rates for the past five years:

|------|------|------|------|------|------|

What is the average length of stay of your visitor/s? 1 day 2 days 3 days 4 days 5 days 6 days 7 days ___ days

### E. Promotion (check all that apply)

When you promote your property, which of the following do you use?

- [ ] Brochure
- [ ] Newspaper
- [ ] Magazine
- [ ] Billboard
- [ ] TV
- [ ] Radio
- [ ] Direct Mail
- [ ] Internet Web Site
- [ ] Association membership (chamber/CVB/regional or state tourist association)
- [ ] Other (please specify):

### F. Amenities: (Check all that apply.)

- [ ] Fireplace
- [ ] Jacuzzi/hot tub
- [ ] Sauna
- [ ] Satellite/cable TV
- [ ] Air conditioning
- [ ] Internet access
- [ ] Non-Smoking Rooms
- [ ] Pets Allowed
- [ ] Kitchenette
- [ ] Wheelchair access
- [ ] All Rooms
- [ ] Selected Rooms
- [ ] None
Indoor Swimming Pool
Outdoor Swimming Pool
Beach/waterfront on your property
Canoe/boat rental
Snowmobile rental
Snowshoes/x-country skis provided
Groomed trails
Guide service
Sleigh rides/hayrides
Restaurant/Food Service On-Site
Airport Shuttle
Conference Facilities / Meeting Room
Continental breakfast included in the price of the room

Other (Please specify): ___________________________________________________

In your opinion, which of these amenities has increased your occupancy the most?

What are the three most requested amenities/services?
1. ____________________________________________ 2. _____________________________ 3. ______________________________

G. Other

Approximately, what percent of your business is ‘repeat’ business? ______%

Is your property ‘owner operated’?  Yes ___  No ___

Circle the months you are open:
Jan  Feb  Mar  Apr  May  June  July  Aug  Sept  Nov  Dec   All year

Following is a list of possible training areas for Lodge Owners. Please rate how important the training would be for you or your employees to enhance your business or the property value: (circle)

<table>
<thead>
<tr>
<th>Training Area</th>
<th>Not helpful</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer training</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Guest service skills</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Feasibility study for upgrade</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Traveler trends</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Marketing plan development</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Curb appeal/Landscaping</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Signage</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

How likely are you to attend a workshop on the above topics if offered in your region of the state?

1  2  3  4  5

Is there anything else you would like to share with us? Ideas? Concerns? Suggestions?

Please return the completed survey by March 24, 2000.

Thank you for your cooperation.

March --, 2000

Address

Dear First Name:

Your property has been randomly selected to participate in a confidential survey conducted by the Tourism Area of Expertise Team from Michigan State University Extension. Responses will be used in an aggregate report. Your participation in this survey is voluntary.

Recently, a focus group of independently owned lodging properties met to discuss the changing trends in lodging in the Upper Peninsula of Michigan and the northern Lower Peninsula of Michigan. The question was, “Can small, independently owned lodging properties compete in this changing environment?”

Your participation by completing and returning the postage paid survey is critical to gaining insight for you and your fellow independently owned properties as well as provide direction to MSU Extension in its efforts to respond to your educational program priorities. Please add comments on a separate sheet and include your comments when you mail the survey.
We hope to have all surveys returned by March 24, 2000 so that we can hold the follow up conference in early June based on the survey results. Thank you in advance for your participation.

Sincerely yours,

Rita F. Hodgins, DEE
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