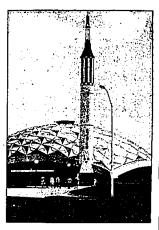
6C(B,Wb,S,F)(Ro-11C,L-8C,P,C-6B,R-5B)



Some or the attractions that have made Michigan tourism a \$10-billion-a-year industry (clockwise from above): the Michigan Space Center in Jackson; outdoor beauty, such as this swan gliding on the lake at Kensington Park; a Locky fisherman adding up his catch; the beach along Lake Michigan — at Grand Haven, in this case.







Tourists say a big 'yes' to Michigan's charms

HAT IS THE second-largest industry in Michigan, generating \$10 billion and employing a quarter of a million people statewise? The answer is tourism, second only to the auto industry in economic importance to Michigan.

You have beard about the recession in the auto industry but have you heard what the travel industry has done for our otherwise sagging economy? It contributed \$451 million to state it za revenues in 1982. With a little help from the State Travel Commission and the State Travel Bureau, it will be an even bigger moneymaker in 1983.

The state echerated Michigan Week last week, with celebrations and promotions in and out of the other commission. The state celebrated in the state travel governed to the state travel gover

an aud assembly line, we do not think of travel as big business."

He described tourism as a "low-technology growth industry." "Even in recession, tourism is growing. In Michigan, the direct and indirect dollars generated have doubled since 1975, topping \$10 billion last year."



traveler Jones travel editor

TOURISM AWARDS were given during Michigan Week to 10 individuals and five organizations for outstanding contributions to travel in Michigan. Bioomfield Hills restaurateur Harris O. Machus received a Ambassador of Tourism Award for his civic contributions in southeast Michigan. Other Ambassador of Tourism Awards were presented by Gow. James Blanchard to Nina O. Buell of Lewiston; Richard P. Kughn, chalrman of the Metropolitan Detroit Convention and Visitors Bureau, teacher Harold Bernhardt of Iron River; Margrette LaMothe of Munising and radio personality Bruce Grant of Grand Rapids.

The five Embassy of Tourism Awards, given for contributions by travel-related organizations, were given to honor the Ana Arbor Street Art Fair, the International Freedom Festival of Detroit and Windsor, the Gerald R. Ford Presidential Museum of Grand Rapids; a non-profit tour group called Circle Michigar, and the Michigan Space Center of Jackson.

State info a phone call away

HOW TO SAY YES TO MICHIGAN:
Telephone toll-free: 800-292-5404 for seasonal information. 800-292-2520 for personal vacation and
recreational information. These toll-free numbers
are only good if you are calling from Michigan. If
you are sending this page to someone outside Michigan, they should call 800-248-5708 for seasonal information and 800-248-5709 for vacational and rec-

tormation and sub-24-8-5 you for vacational and rec-reational information.
WRITE OR PHONE REGIONAL OFFICES: Southeast Michigan Travel and Tourist Association, 64 Park St., P.O. Box 1590, Troy 48099. Phone 555-8220. East Michigan Tourist Association, One Wetonab Park, Bay City 48706. Phone 517-895-823.

Wenoman Tara, bey any September 2018. West Michigan Tourist Association, 136 Fulton East, Grand Rapids 4950. Phone 616-456-8557, Upper Peninsula Travel and Recreation Association, P.O. Box 400, Iron Mountain, Mich. 49801. Phone one.774-4400.

The state also has a Chicago office: Michigan Travel Information Center, 55 E. Monroe, Chicago, Ill. 60603. Phone 312-372-0080.

The Michigan Travel Bureau is at P.O. Box 30226, Lansing 48909.

VISIT A TRAVEJ. information center: on US-27 north of Clare (517-388-7634). In Coldwater, on 1-99 north of the state line (517-383-2679), on US-23 eight miles sourth of Dundee (313-358-6990), at Irectwood on US-2 near the state line (609-323-3350), on 14-108 in Mackinaw City (616-436-5566).

In Menominee on US-41 at the state line (906-863-6498), on I-75 five miles south of Monroe (313-242-1758), in New Buffalo on I-95 at the state line (616-469-0011), in Port Huron on I-94 at Water Street (313-984-2361), and I-75 south of the International Buffage at South the Marie.



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Coupons clip U.P. trip costs

MICHIGAN MISCELLANY:
Vacation Fun Coupons are available from the
Upper Peninsula Travel and Recreation Association (UPTRA), given the bearer discounts at hotels,
restaurants and other U.P. travel industry businesses. Write to UPTRA, P.O. Box 400, Iron Mountain,
Mich. 49801. They say the coupons are worth \$500.

"BED AND BREAKFAST in North America has gone into its second edition, listing small inns, became breakfast accommodations and b-and-b agencies in the United States, Canada and Mexico. Norma Stephens Buzza of Bloomfield Hills tells you how to find such accommodations in 45 Michigar cities, usually by identifying the b-and-b agency which lists such accommodations.

PORT SANILAC will have a new bed-and-break-fast accommodation Friday, July 1, when Michl-gan-born artist Shirley Denison opens The Ray-mond House Inn, an 112-year-old Victorian home. It is 30 miles north of Port Huron on M-25. Write The Raymond House Inn, Port Sanilez, Mich. 4649 or telephone 313-622-6800. Room with bath \$40; with shared bath \$30.

AAA TOUR BOOKS now give fire safety infor-AAA TOUR BOOKS now give fire safety infor-mation about the accommodations listed nation-wide. The listings include a letter D for smoke de-tectors and the letter S for sprinkler systems for facilities offering fire protection. One or both features are installed in 20 percent of the 501 AAA-approved Michigan establishments.

"THE LONG BLUE EDGE of Summer," a vaca-tion guide to Richigan by Doris Scharfenberg of Farmington Hills, has gone into a second printing. It is available at your bookstore or from Win. B. Eerdmans Publishing Co., 255 Jefferson Ave. S.E., Grand Rapids, Mich. 49803.

MICHIGAN ARTS FAIRS are listed in a booklet published by the Michigan Council for the Arts. It tells you how to locate and enjoy more than 200 visual arts and crafts fairs statewide, whether you are a craftumen wanting to exhibit or a traveler wanting to ramble. Contact Mich at 1300 Sixth Ave., Detroit 48128 or call 256-3721.

MICHIGAN STATE RALLOON Championships.
c. has scheduled the first Michigan State Balloon
templifying to commemorate the 2001 and very
y of man's first accent, It will be held at 7 p.m.

weather-permitting, each evening during the Me-morial Day weekend.

The festivities are at Highamerica Balloon Park, 15 miles north of Rochester in Leonard, Mich. Call 852-0668 for more information.



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