



**The Travel, Tourism & Recreation Resource Center  
in the Department of Community, Agriculture, Recreation & Resource Studies  
at Michigan State University, East Lansing, Michigan**

**Established:** In 1985 in the College of Agriculture and Natural Resources

**Mission:** To support the sustainable economic development of Michigan's tourism industry through research and outreach programs

**Funding Sources:** MSU Extension, the Michigan Agricultural Experiment Station, and external gifts, grants and contracts.

**What We Do:**

- Conduct general and customized (client-specific) research
- Serve as an information clearing house for Michigan's travel and tourism industry
- Maintain a data storage/information retrieval system focused on Michigan travel and tourism
- Provide outreach and technical assistance through the MSU Extension offices in each county
- Offer consulting services to businesses, convention and visitor bureaus, state agencies and policy makers

**Selected Recent Projects and Programs:**

- ***Impact of Michigan Travel Advertising*** — Conduct image and awareness surveys in three targeted Designated Market Areas; funded by Travel Michigan
- ***Michigan Travel Activity Tracking*** — Track statewide traffic counts, weather patterns, lodging tax collections, etc.
- ***Michigan Tourism Business*** — Publish this monthly e-newsletter; to subscribe, go to [www.imninc.com/tourism](http://www.imninc.com/tourism)
- ***Michigan Tourism Outlook Conference*** — Plan and host this annual symposium in East Lansing
- ***County Tourism Profiles*** — Publish these profiles in partnership with the MSU Extension Tourism Area of Expertise team
- ***Tourism Assistance Program (TAP)*** — Conduct multi-year tourism capacity building programs targeting local priority needs in partnership with MSU Extension county offices
- ***International Travel Tax Policy Center*** — Track travel taxes globally and assess proposed new taxes
- ***Pileus Project*** — Develop decision-support tools to illustrate the impact of climate change and weather variability on downhill skiing and snowboarding, golf, and overall tourism activity in Michigan; funded by the U.S. EPA
- ***Community-based Trail Studies*** — Investigate transportation, recreation, and tourism trail uses
- ***Overcoming Impediments to Smart Growth*** — Survey land development professionals in Michigan to identify ways to help achieve sustainability; funded by the Kellogg Foundation through the People and Land (PAL) program
- ***Student and Youth Travel Research Institute*** — Conduct longitudinal research to better understand the impacts of student and youth travel

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