# MICHIGAN'S CULTURAL HERITAGE TOURISM

Michigan Historical Center

State of Michigan Archives of Michigan

MICHIGAN HISTORY FOUNDATION

# CULTURAL HERITAGE TOURISM

"Cultural heritage tourism is traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural attractions."

## Average Trip Spending

- Cultural Heritage Leisure Traveler: $1,319
- Other Leisure Travelers: $820

It's about people who stay longer, spend more and come back.

Source: Mandal Research: 2013 Edition, The Cultural Heritage Traveler

# MICHIGAN'S SWEET SPOT

71% of travelers in the United States are leisure travelers

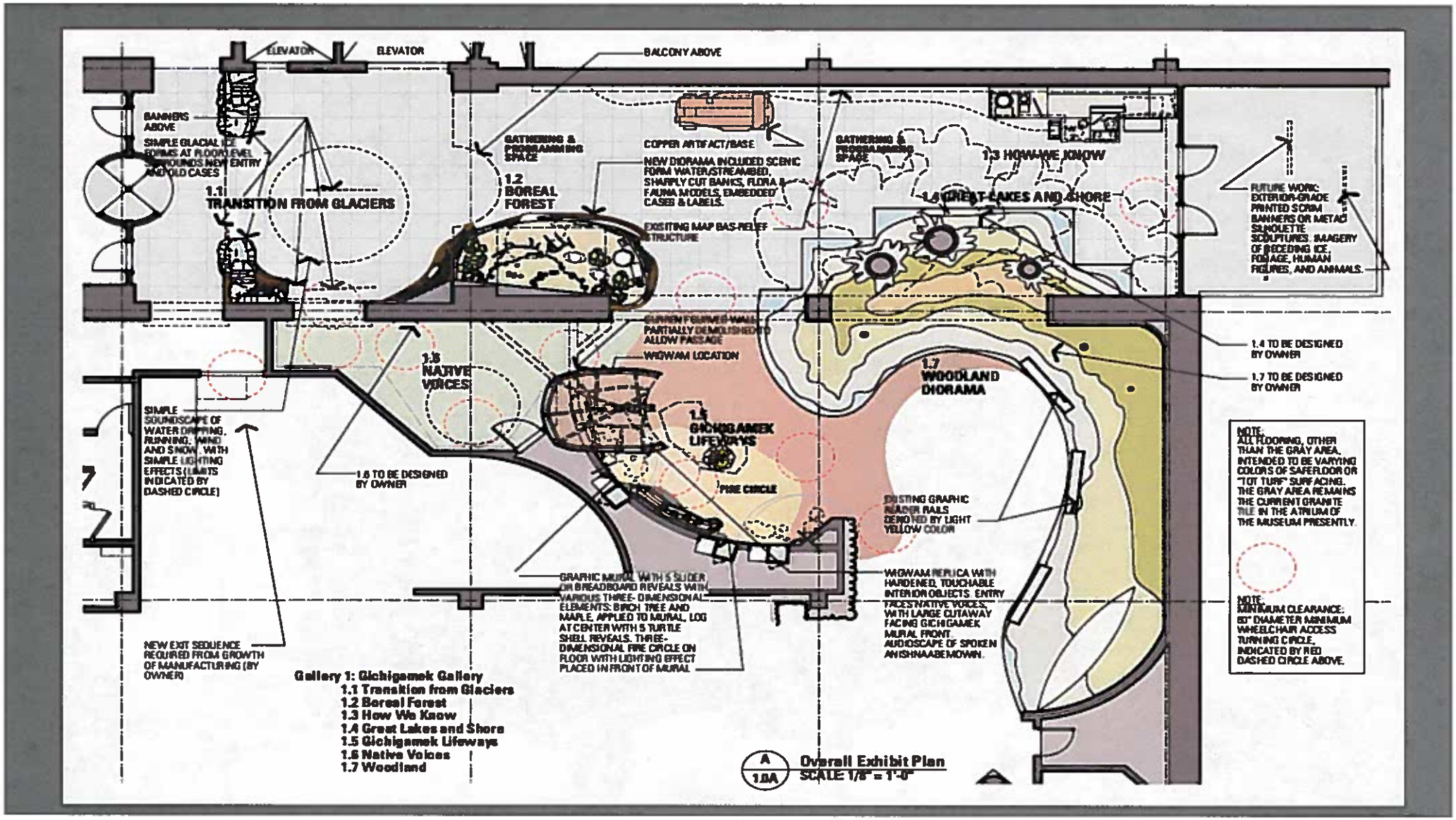
76% of those are in cultural/heritage leisure travelers

13% "Passionate." Cultural/heritage activities are likely to drive destination choices.

14% "Well-Rounded/Active." They are open to all kinds of experiences.

- Prefer a wide variety of activities (culture, nature, shopping, exercise, dining
- See tasting wine and foods as part of the experience
- Pursue challenge, novelty and change
- Spend more per trip than any other group

# MICHIGAN HISTORICAL SYSTEM FIELD SITES


ELEVATOR
ELEVATOR
BALCONY ABOVE
BANNERS ABOVE
SIMPLE GLACIAL ICE FORMS AT FLOOR LEVEL SURROUNDS NEW ENTRY AND OLD CASES
1.1 TRANSITION FROM GLACIERS
GATHERING & PROGRAMMING SPACE
1.2 BOREAL FOREST
COPPER ARTIFACT/BASE
NEW DIORAMA INCLUDED SCENIC FORM WATER/STREAMBED, SHARPLY CUT BANKS, FLORA & FAUNA MODELS, EMBEDDED CASES & LABELS.
EXISITING MAP BAS-RELIEF STRUCTURE
GATHERING & PROGRAMMING SPACE
1.3 HOW WE KNOW
1.4 GREAT LAKES AND SHORE
FUTURE WORK: EXTERIOR-GRADE PRINTED SCRIM BANNERS OR METAL SILHOUETTE SCULPTURES. IMAGERY OF RECEDING ICE, FOLIAGE, HUMAN FIGURES, AND ANIMALS.
CURRENT FURNES WALL PARTIALLY DEMOLISHED TO ALLOW PASSAGE
WIGWAM LOCATION
1.6 NATIVE VOICES
1.5 GICHIGAMEK LIFEWAYS
FIRE CIRCLE
1.7 WOODLAND DIORAMA
1.4 TO BE DESIGNED BY OWNER
1.7 TO BE DESIGNED BY OWNER
SIMPLE SOUNDSCAPE OF WATER DRIPPING, RUNNING, WIND AND SNOW, WITH SIMPLE LIGHTING EFFECTS (LIMITS INDICATED BY DASHED CIRCLE)
1.6 TO BE DESIGNED BY OWNER
EXISTING GRAPHIC READER RAILS DENOTED BY LIGHT YELLOW COLOR
GRAPHIC MURAL WITH 5 SLIDER OR BREADBOARD REVEALS WITH VARIOUS THREE- DIMENSIONAL ELEMENTS: BIRCH TREE AND MAPLE, APPLIED TO MURAL, LOG AT CENTER WITH 5 TURTLE SHELL REVEALS. THREE-DIMENSIONAL FIRE CIRCLE ON FLOOR WITH LIGHTING EFFECT PLACED IN FRONT OF MURAL
WIGWAM REPLICA WITH HARDENED, TOUCHABLE INTERIOR OBJECTS. ENTRY FACES NATIVE VOICES, WITH LARGE CUTAWAY FACING GICHIGAMEK MURAL FRONT. AUDIOSCAPE OF SPOKEN ANISHNAABEMOWIN.
NEW EXIT SEQUENCE REQUIRED FROM GROWTH OF MANUFACTURING (BY OWNER)
NOTE: ALL FLOORING, OTHER THAN THE GRAY AREA, INTENDED TO BE VARYING COLORS OF SAFEFLOOR OR "TOT TURF" SURFACING. THE GRAY AREA REMAINS THE CURRENT GRANITE TILE IN THE ATRIUM OF THE MUSEUM PRESENTLY.
NOTE: MINIMUM CLEARANCE: 60" DIAMETER MINIMUM WHEELCHAIR ACCESS TURNING CIRCLE, INDICATED BY RED DASHED CIRCLE ABOVE.
Gallery 1: Gichigamek Gallery
1.1 Transition from Glaciers
1.2 Boreal Forest
1.3 How We Know
1.4 Great Lakes and Shore
1.5 Gichigamek Lifeways
1.6 Native Voices
1.7 Woodland
A 1.0A
Overall Exhibit Plan
SCALE: 1/8" = 1'-0"

The First Open Pit Mining Site
Jackson Mine
The First Open Pit

# Audience Overview

Jan 1, 2015 - Dec 31, 2015

Email | Export | Add to Dashboard | Shortcut

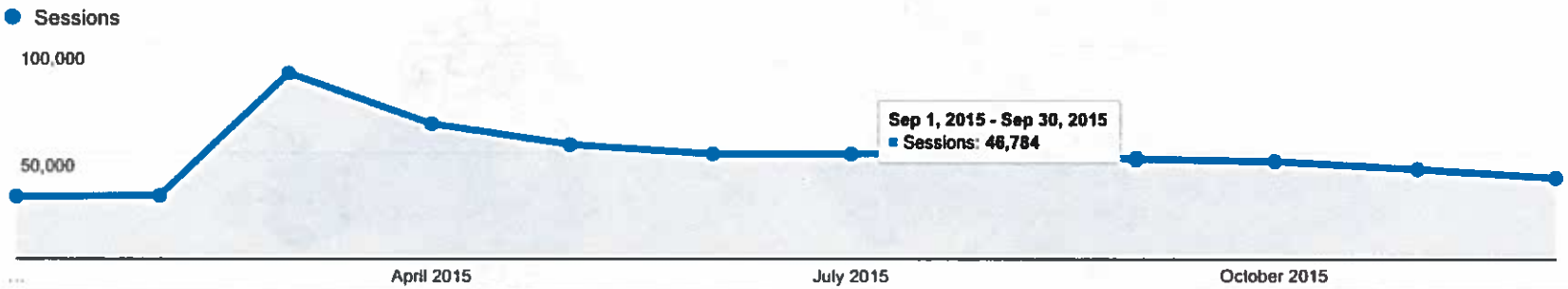
All Users
100.00% Sessions

+ Add Segment

Overview

Sessions vs. Select a metric

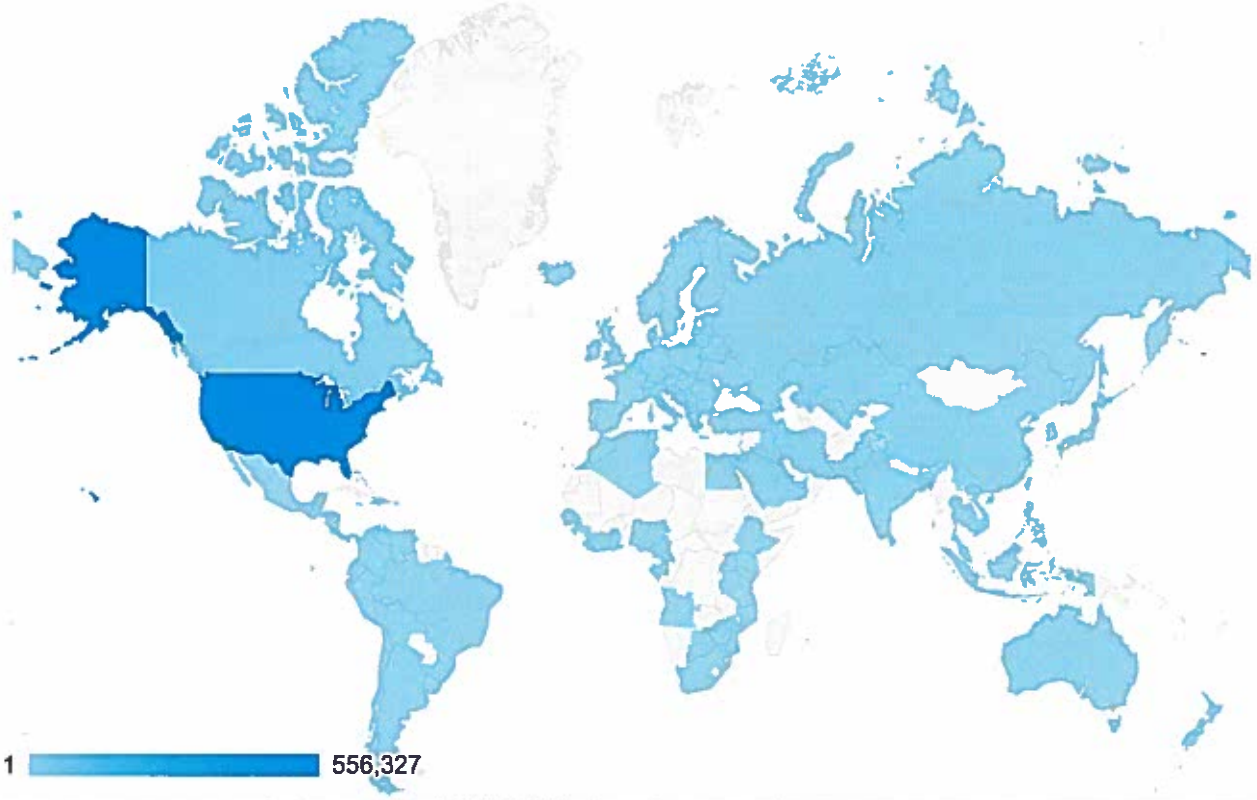
Hourly | Day | Week | Month




| Sessions | Users | Pageviews |
|---|---|---|
| 585,439 | 205,085 | 16,542,030 |

| Pages / Session | Avg. Session Duration | Bounce Rate |
|---|---|---|
| 28.26 | 00:11:54 | 3.51% |

Map Overlay Explorer

Summary Site Usage Ecommerce

Sessions