



Licenses and Permits Sales Report

Presented to the
Natural Resources Commission
August 13, 2015



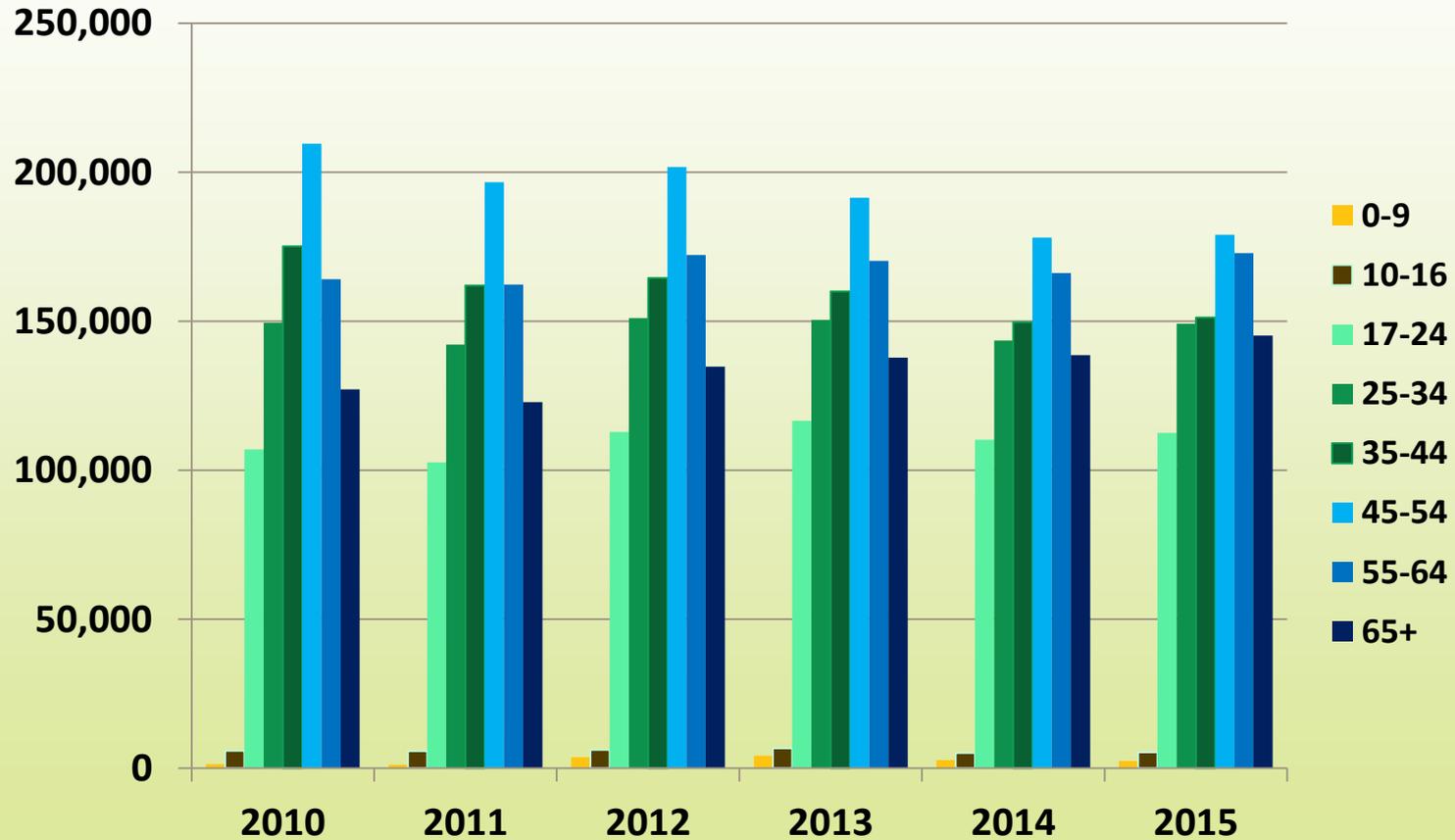
Fishing Customers - YTD



Blue bar represents license year to end of previous month.
Green bar represents entire license year.

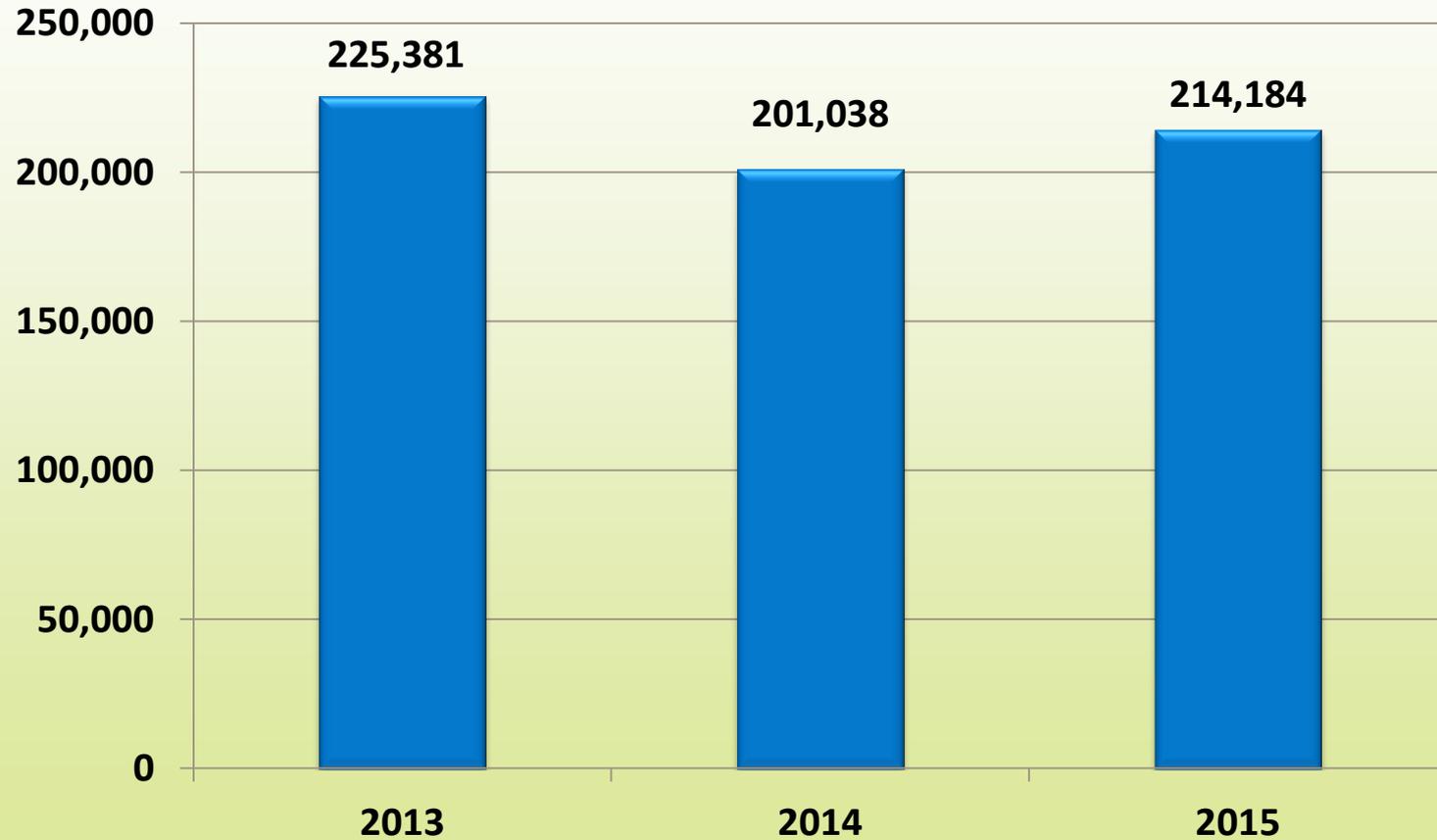


Fishing Customers by age - YTD



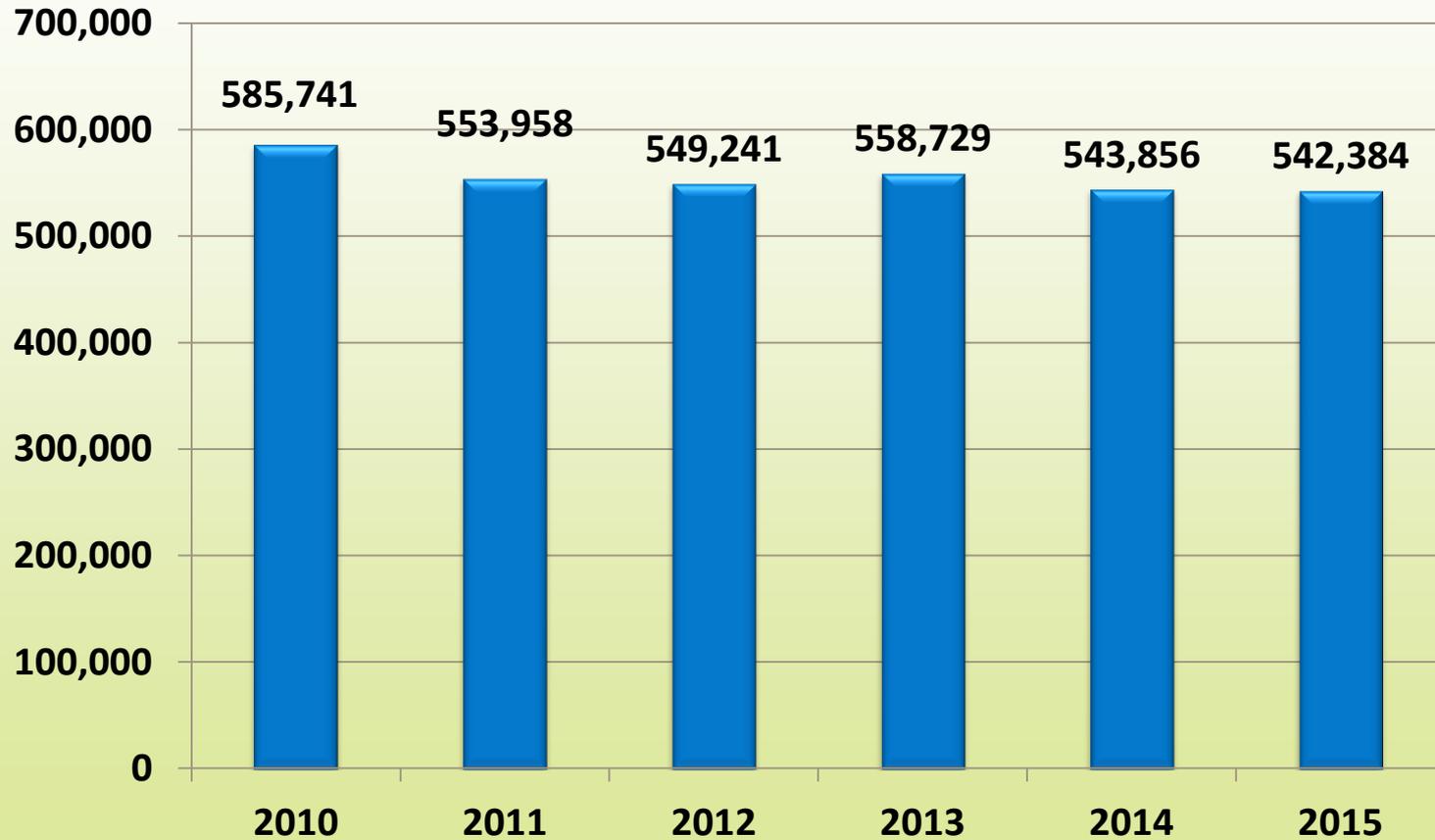


New Fishing Customers - YTD



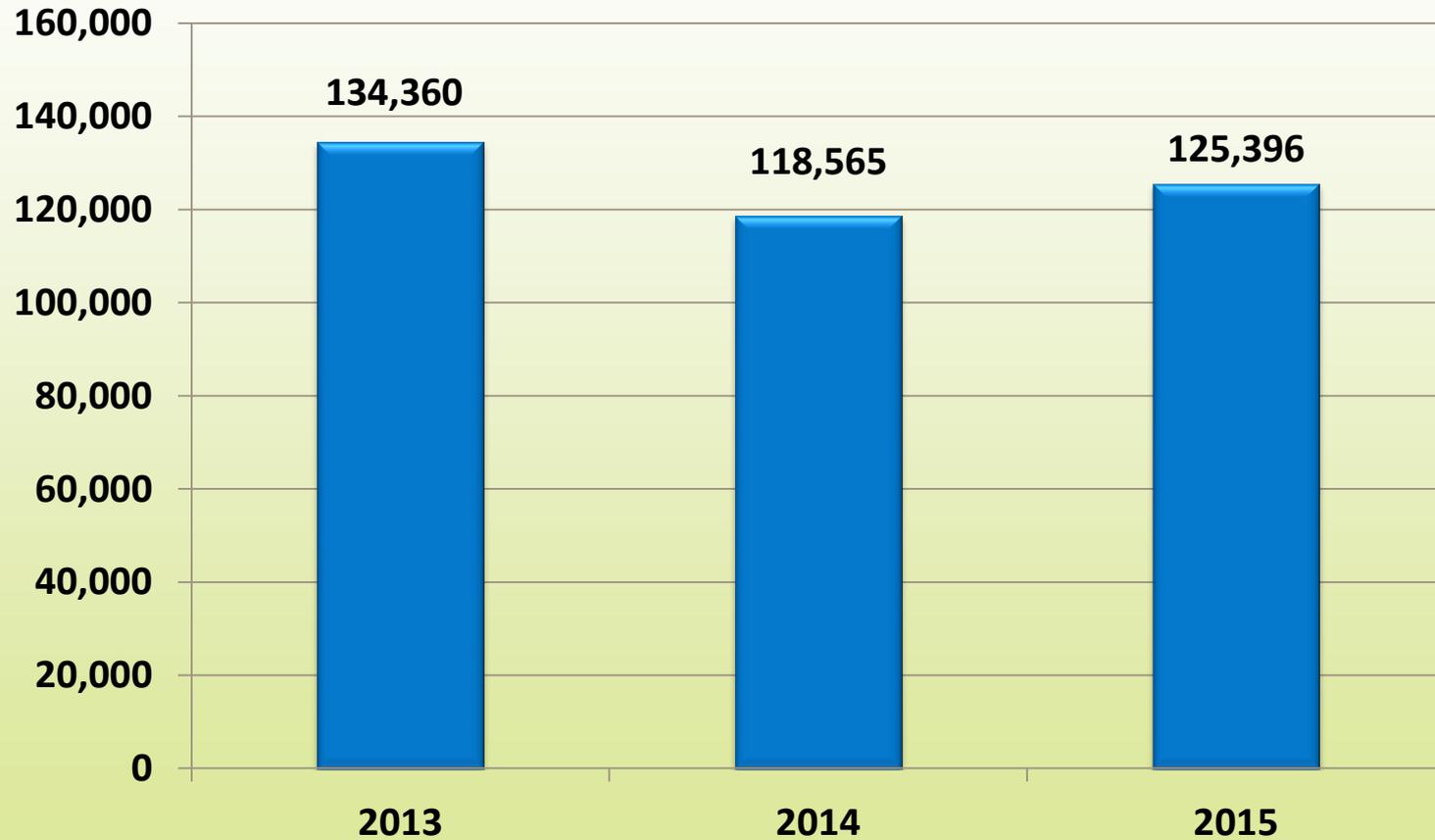


Repeat Fishing Customers – YTD



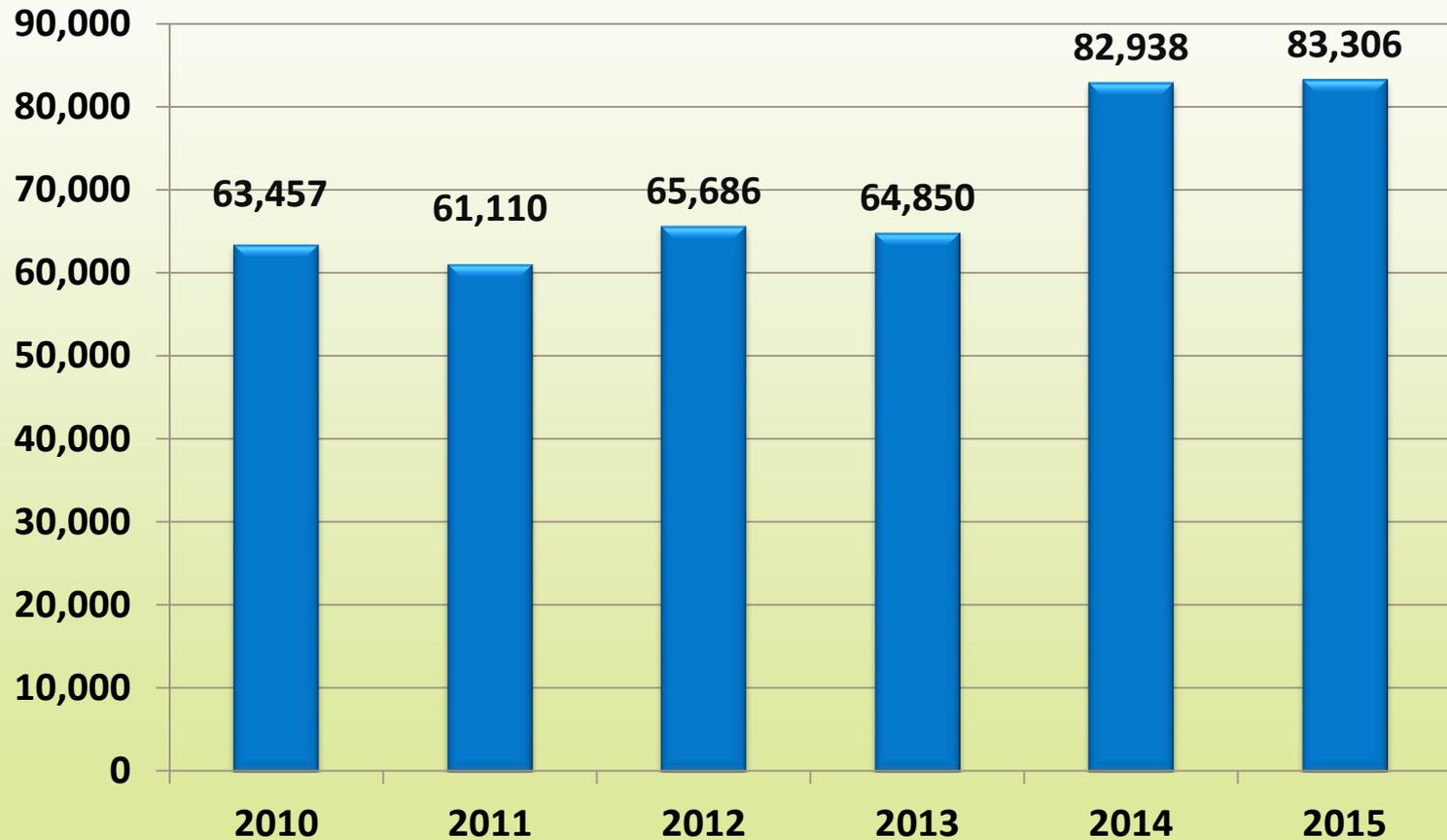


Est. Nonresident Fishing Customers - YTD

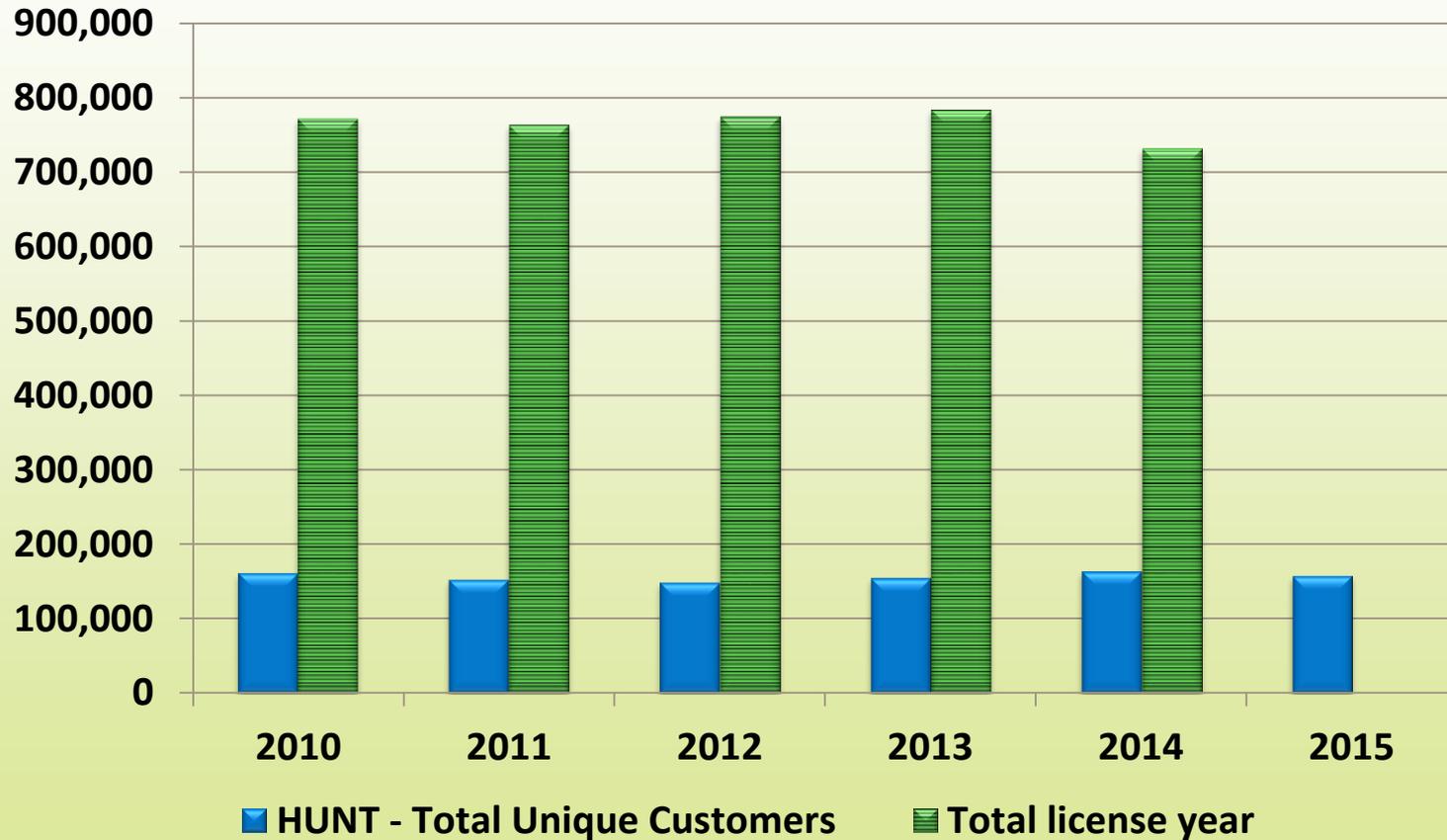




Fishing Customers buying short term licenses (1 or 3 day) - YTD



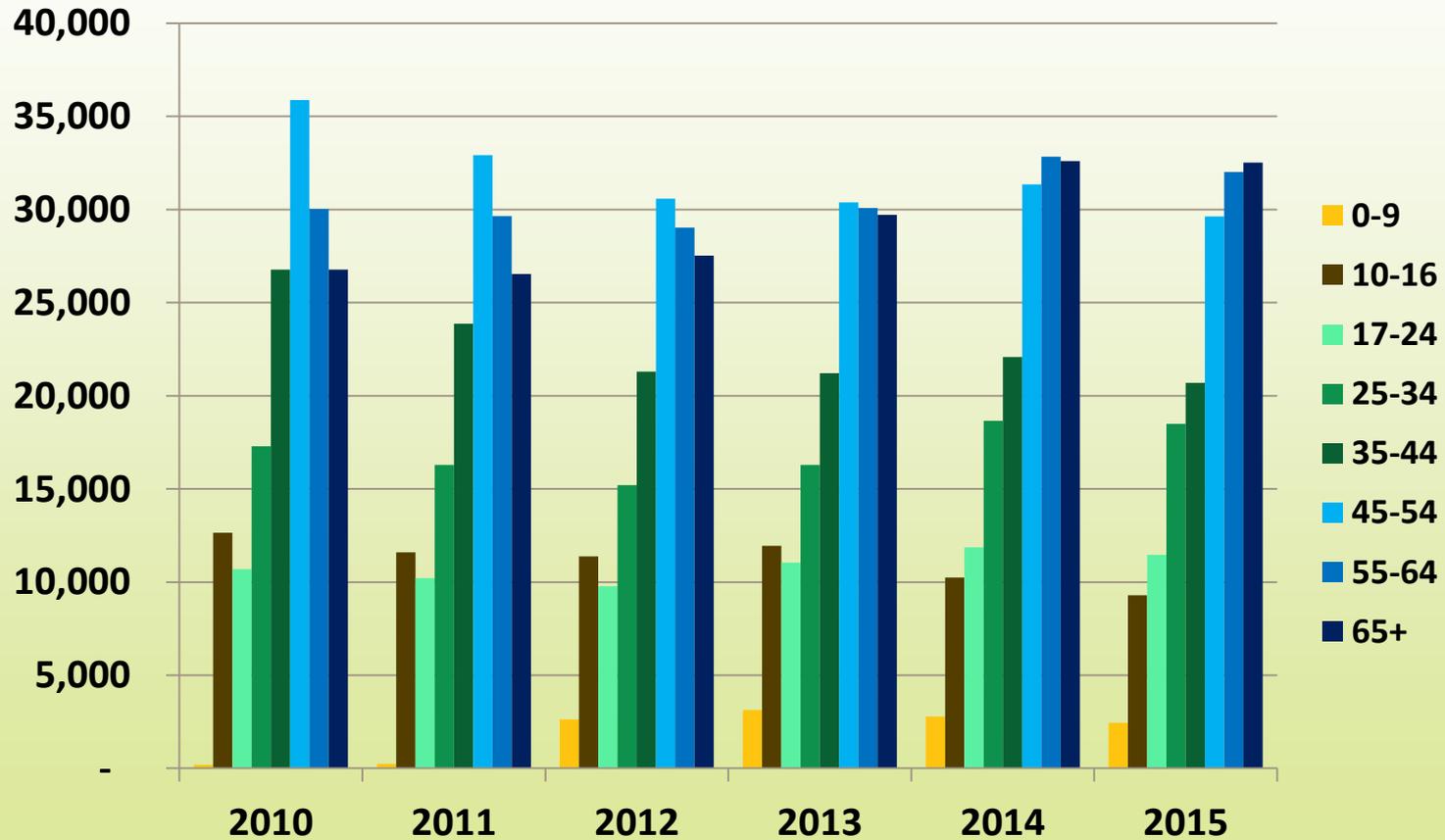
Hunting Customers - YTD



Blue bar represents license year to end of previous month.

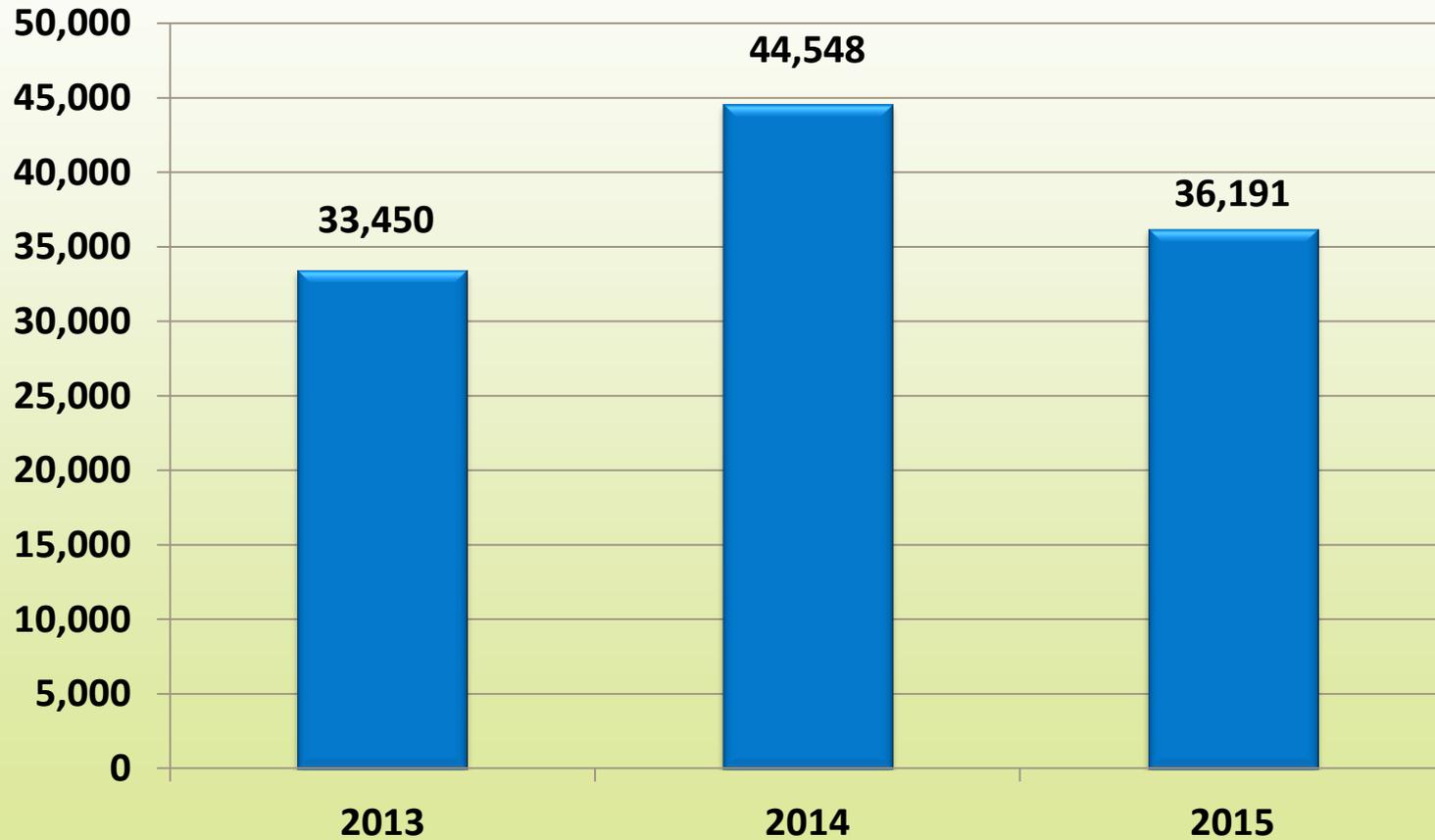
Green bar represents entire license year.

Hunting Customers by age - YTD



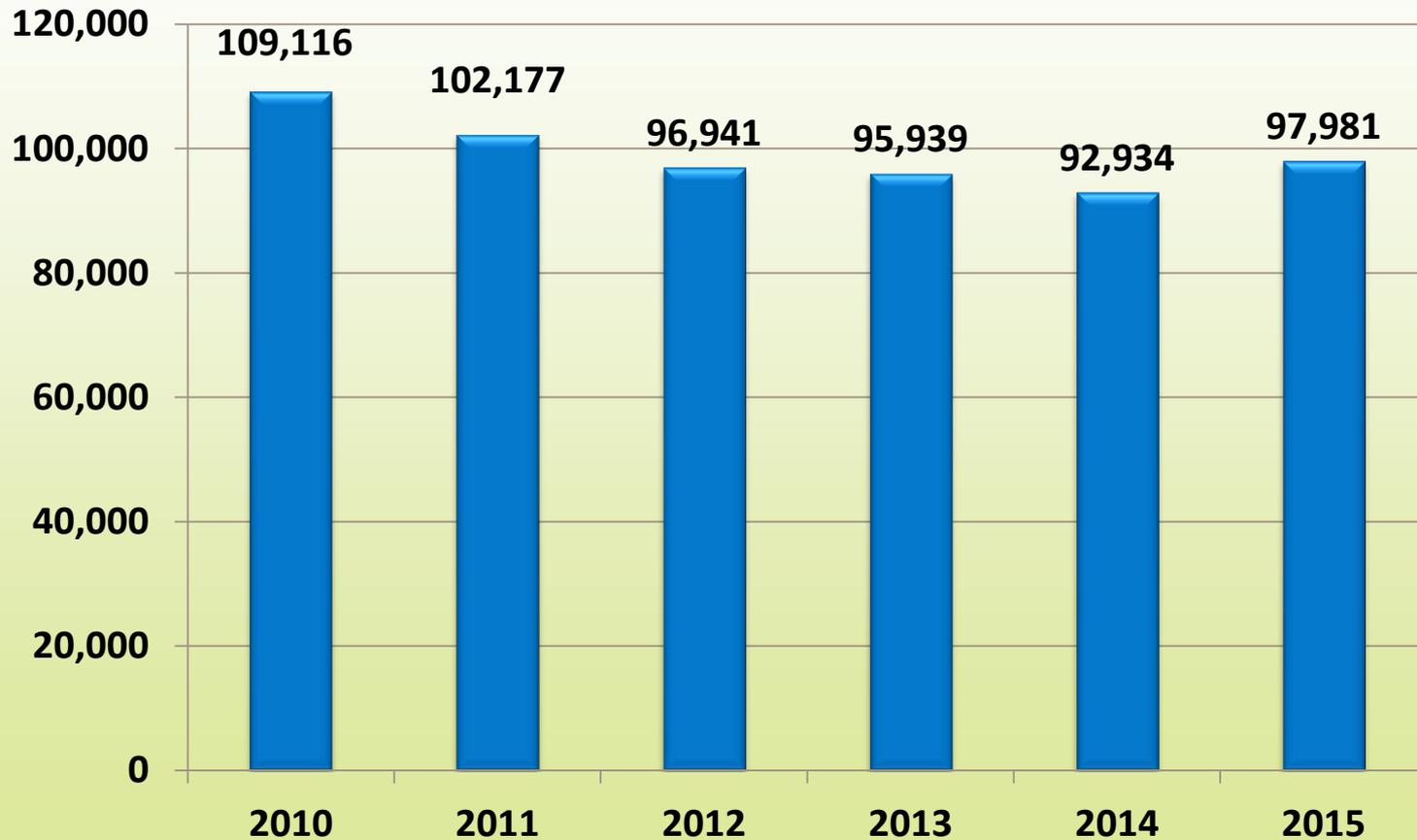


New Hunting Customers - YTD



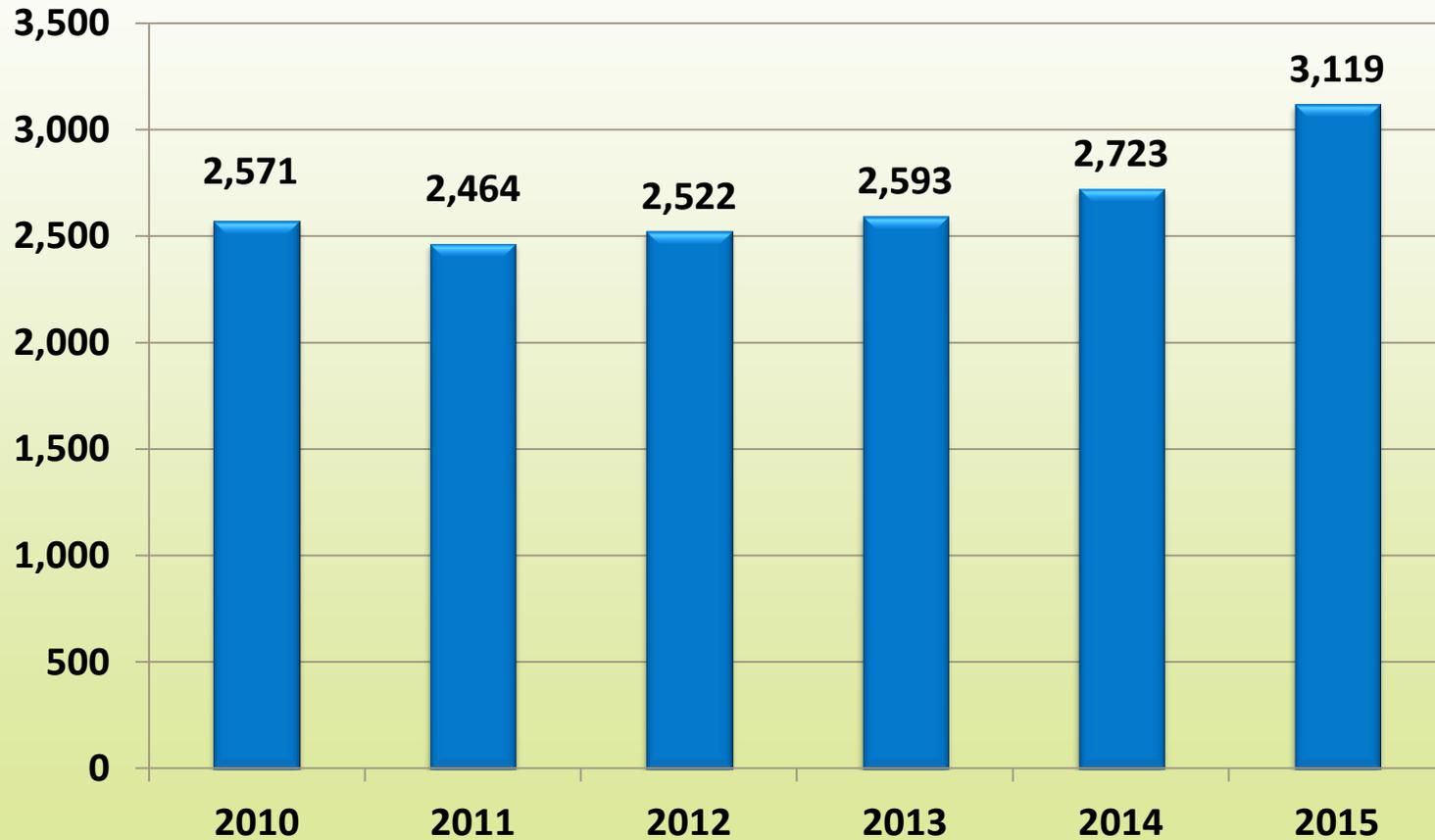


Repeat Hunting Customers - YTD

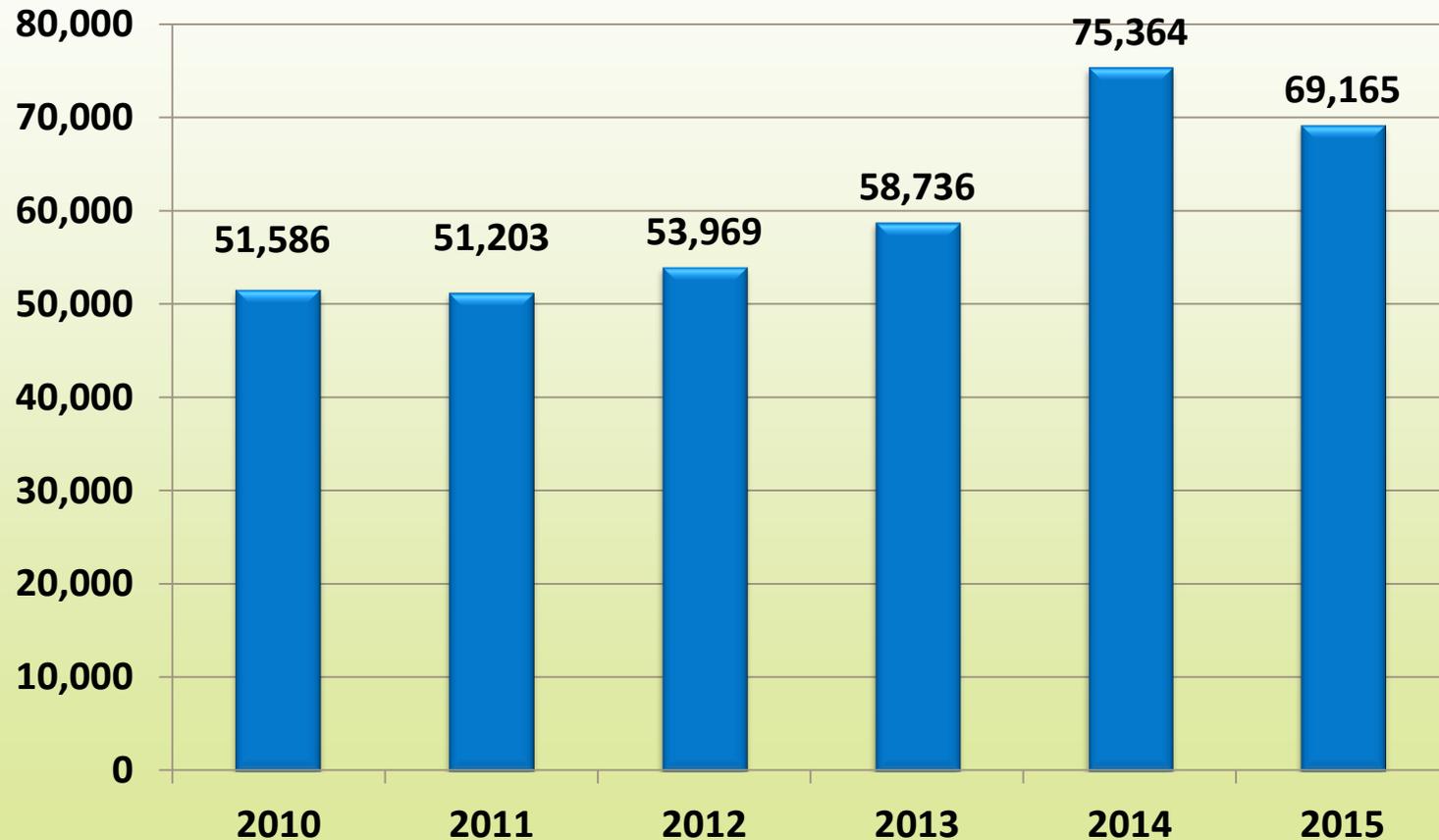




Nonresident Hunting Customers - YTD

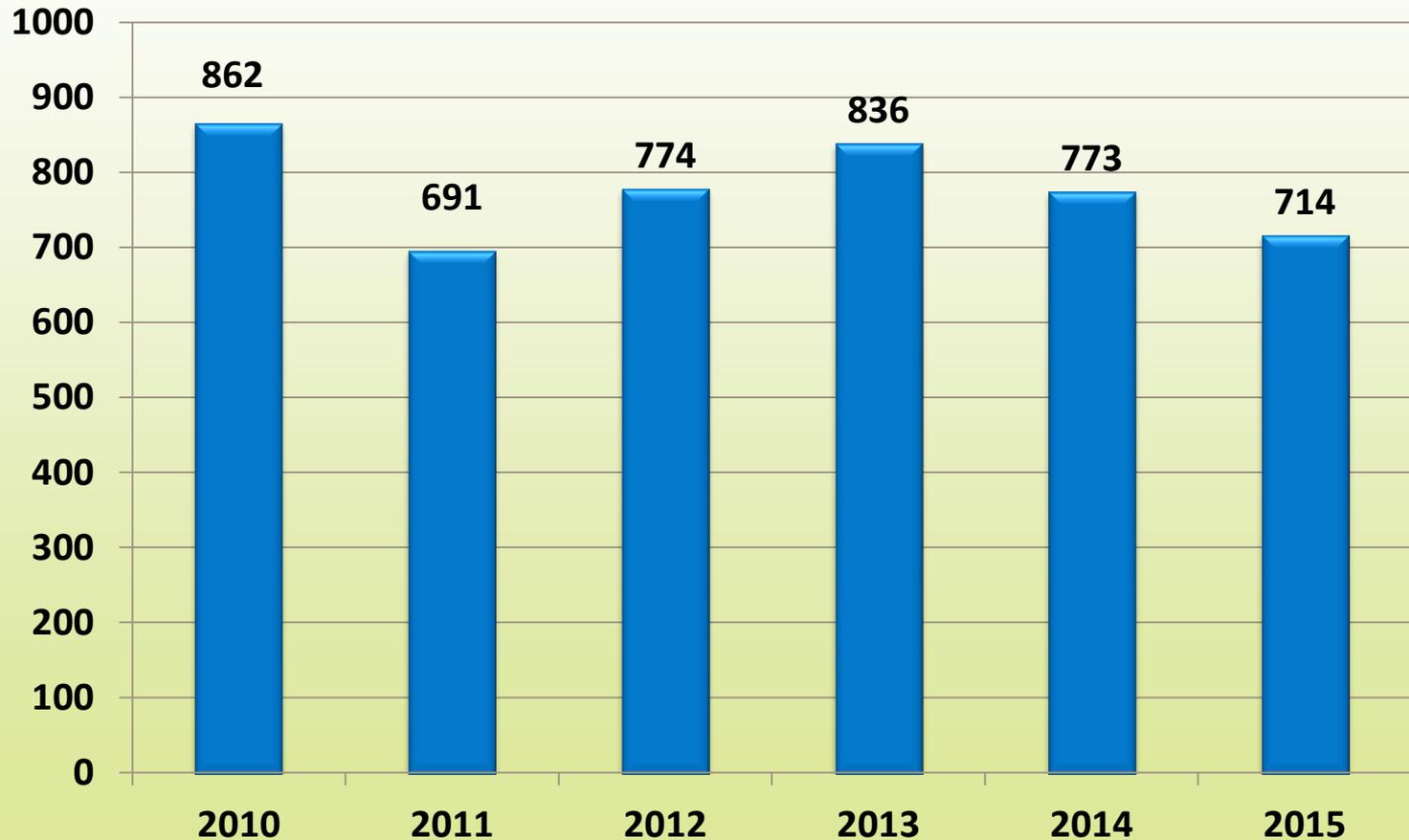


Deer License Customers - YTD



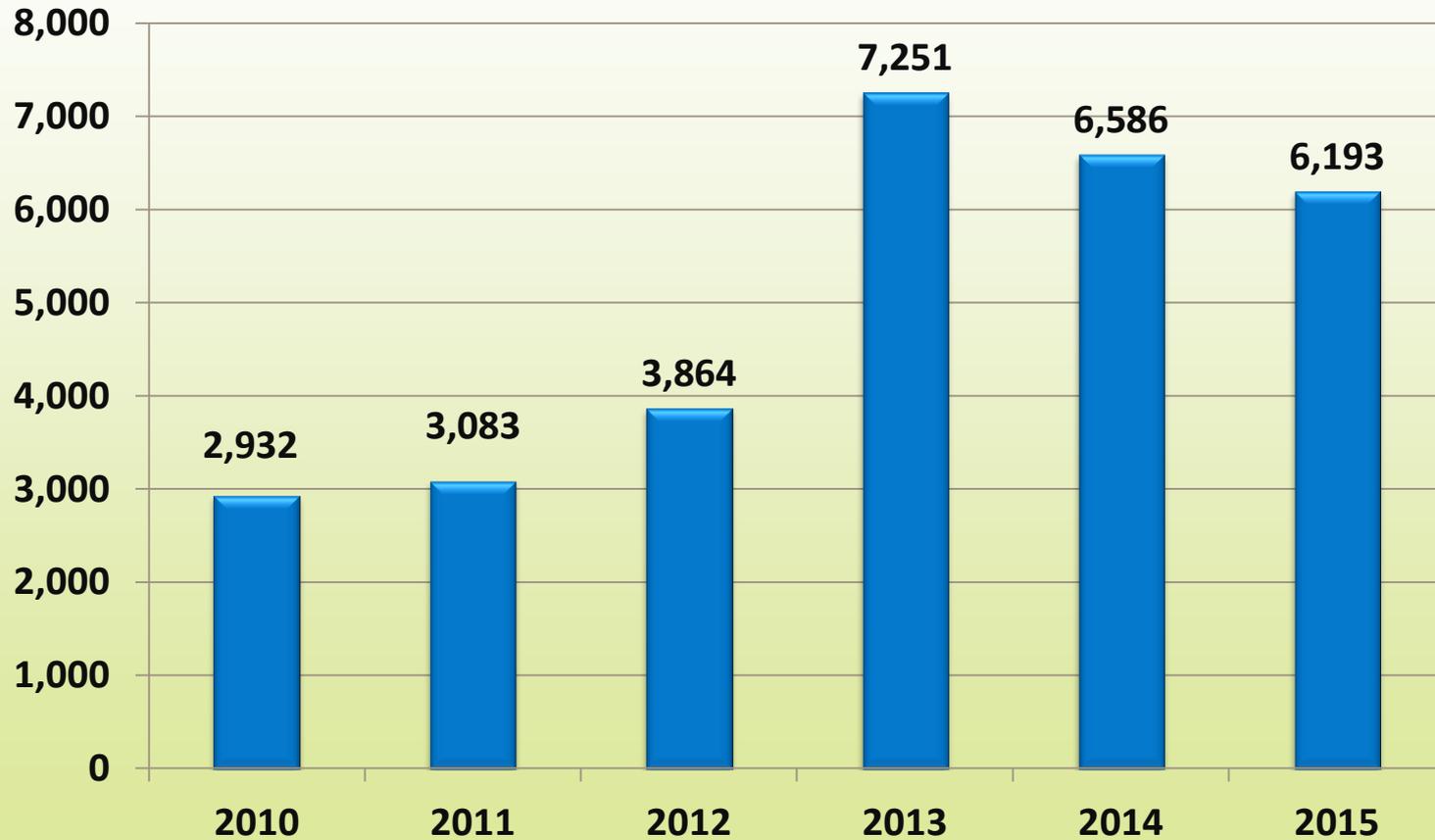


Deer Antlerless License Customers - YTD

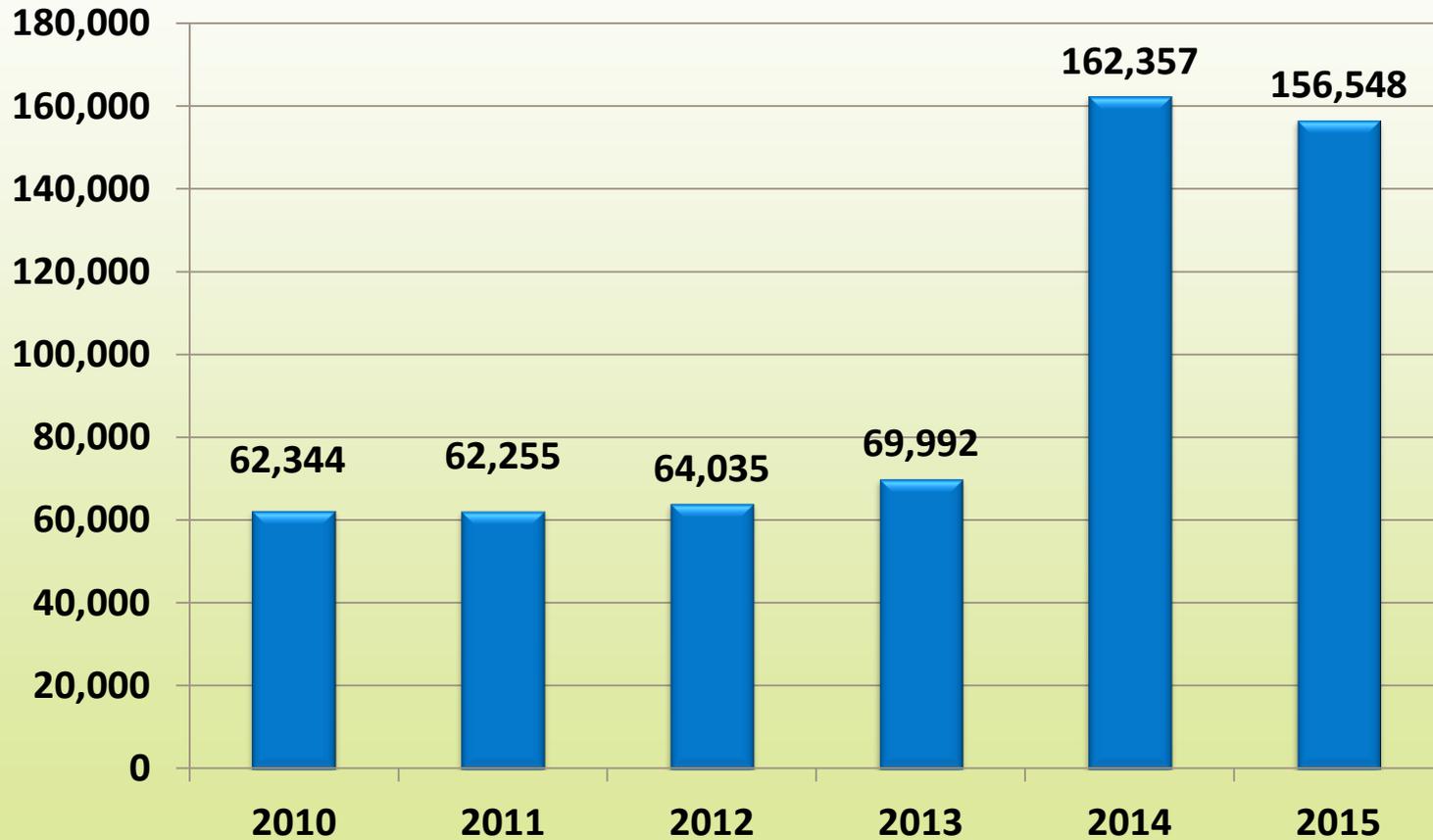




Pure Michigan Hunt Applicants - YTD



Small Game Customers - YTD

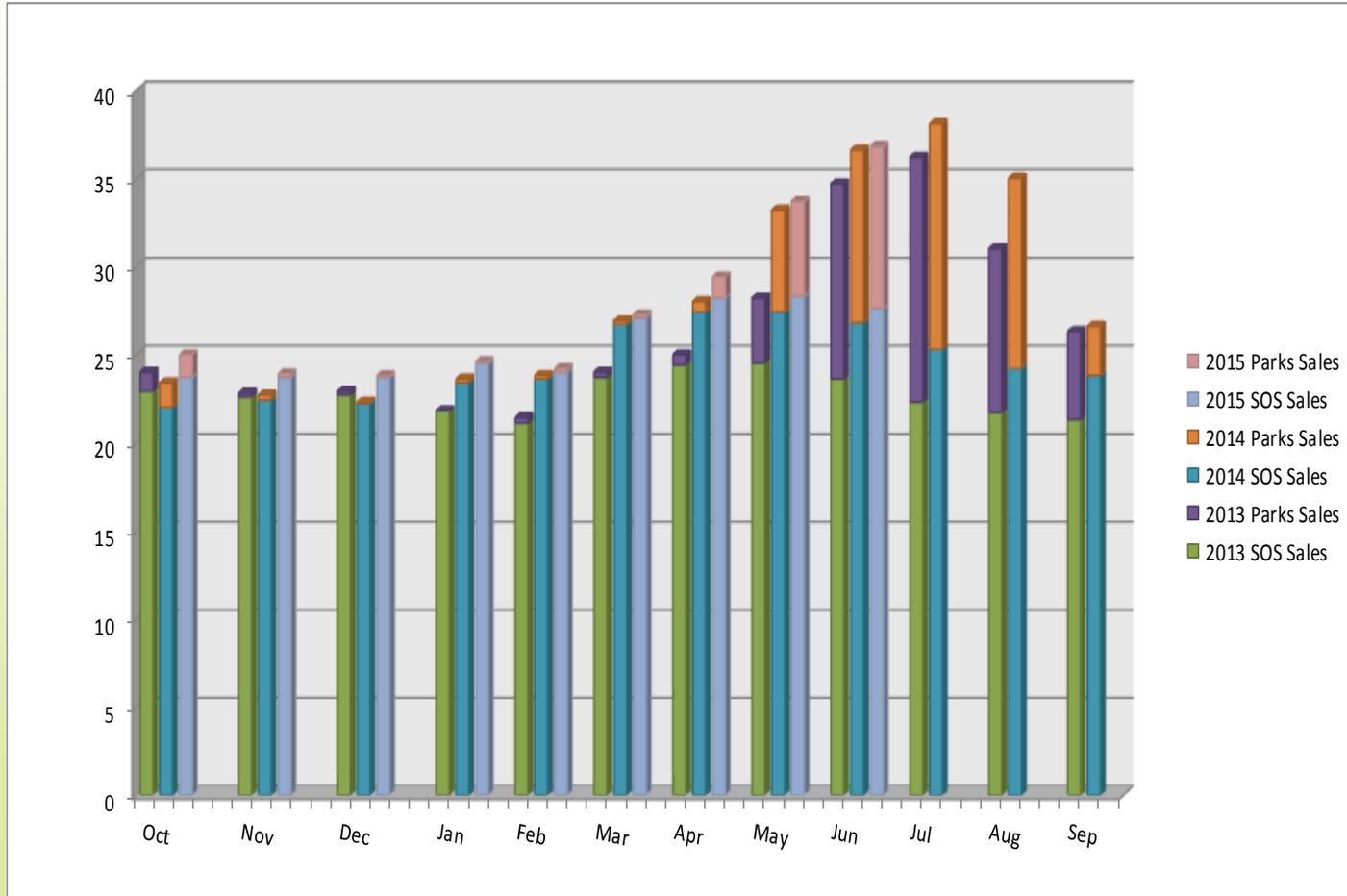




Waterfowl Licenses - YTD



Recreation Passport – June



Actual 24.7% for FY 2011

Actual 27.3% for FY 2012

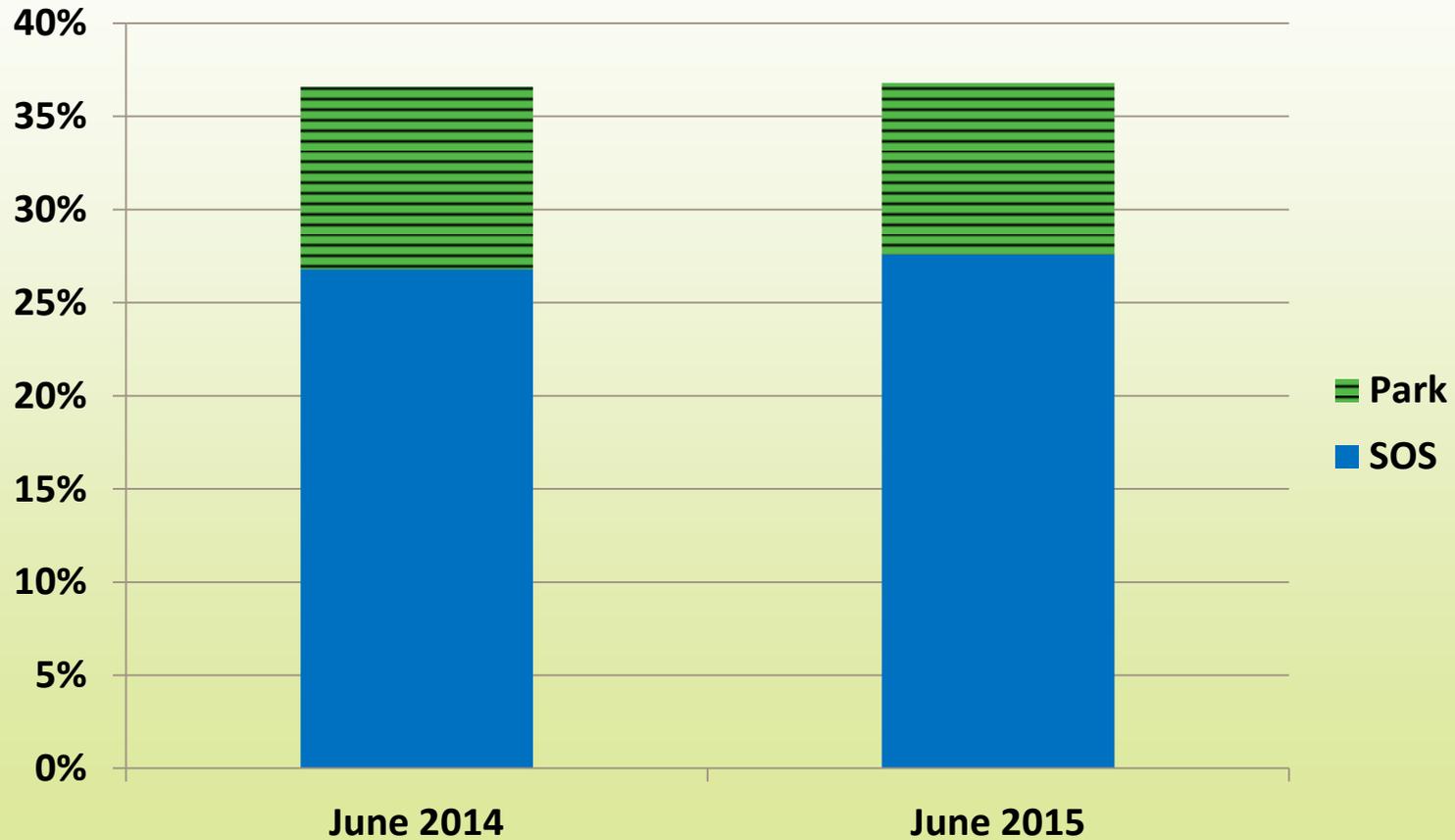
Actual 26.6% for FY2013

Actual 28.5% of FY2014

June 2014 – 36.6%

June 2015 – 36.8%

Percentages Sold at SOS and Parks



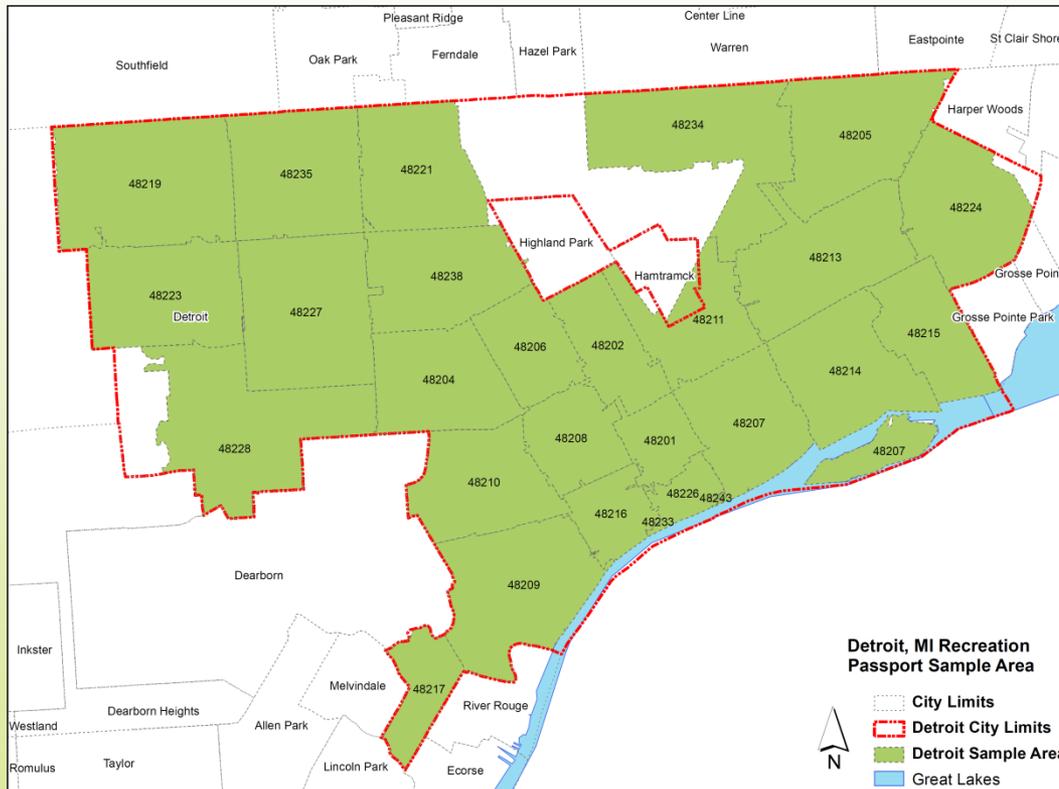


Recreation Passport Churn Rates

- **June 2015**

- Lost 17,794 former passport purchasers from 2014 to 2015
- Gained 19,180 new passport purchasers from 2014 to 2015
 - Net **gain** of 1,386 for June, 2015
 - May, 2015 churn rate was a gain of 1,053

Recreation Passport – Detroit Sold at Secretary of State Office



Recreation Passport comparison June 2014 and 2015

Statewide: + 0.82% from 26.70% to 27.52%

Detroit: + 1.97% from 35.07% to 37.04%

Total lodging reservation nights – July

	2013	2014	2015	% Change 2014 to 2015
Nights	778,544	798,611	842,441	5.49%

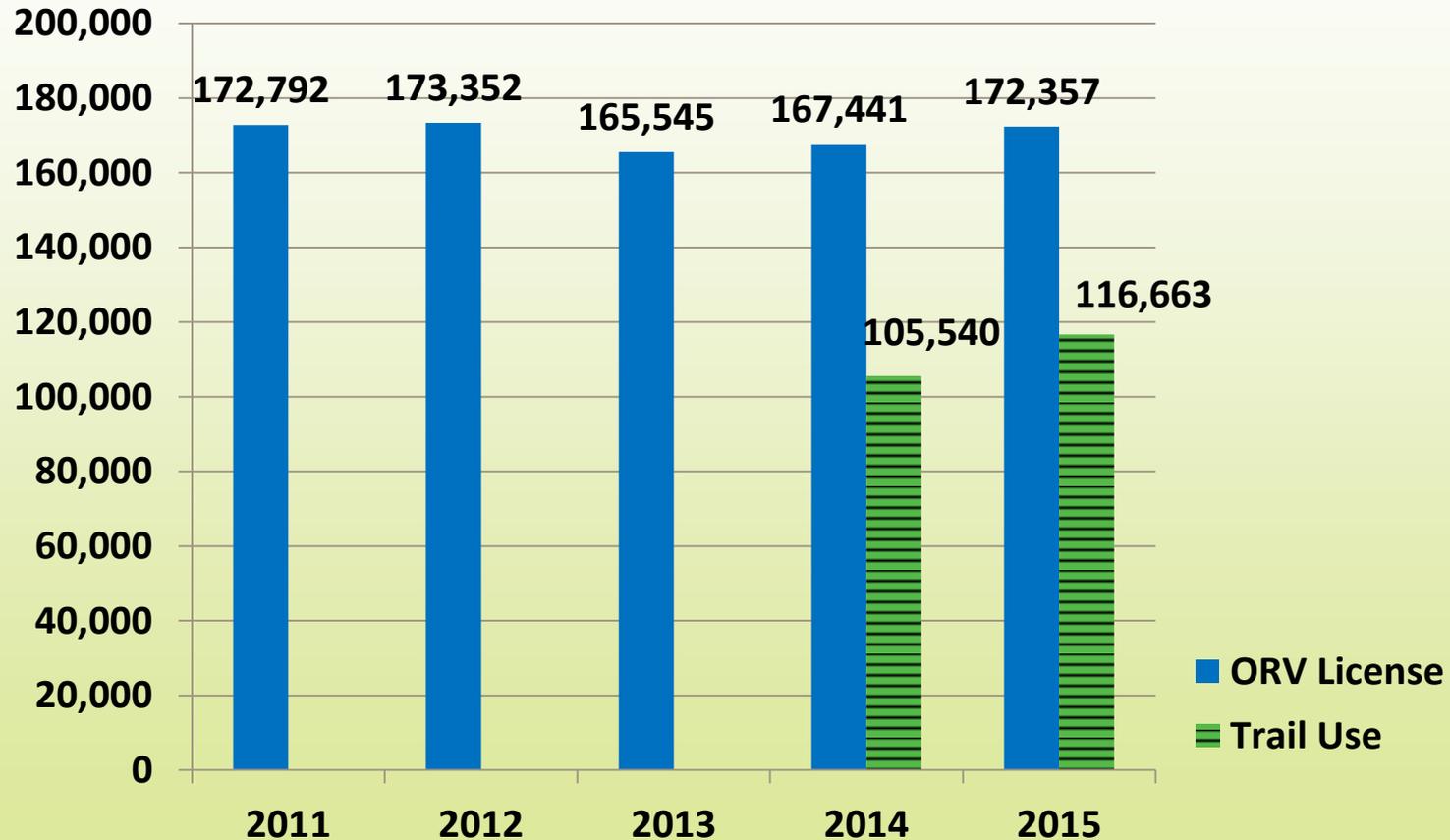


2015 New Camper Data

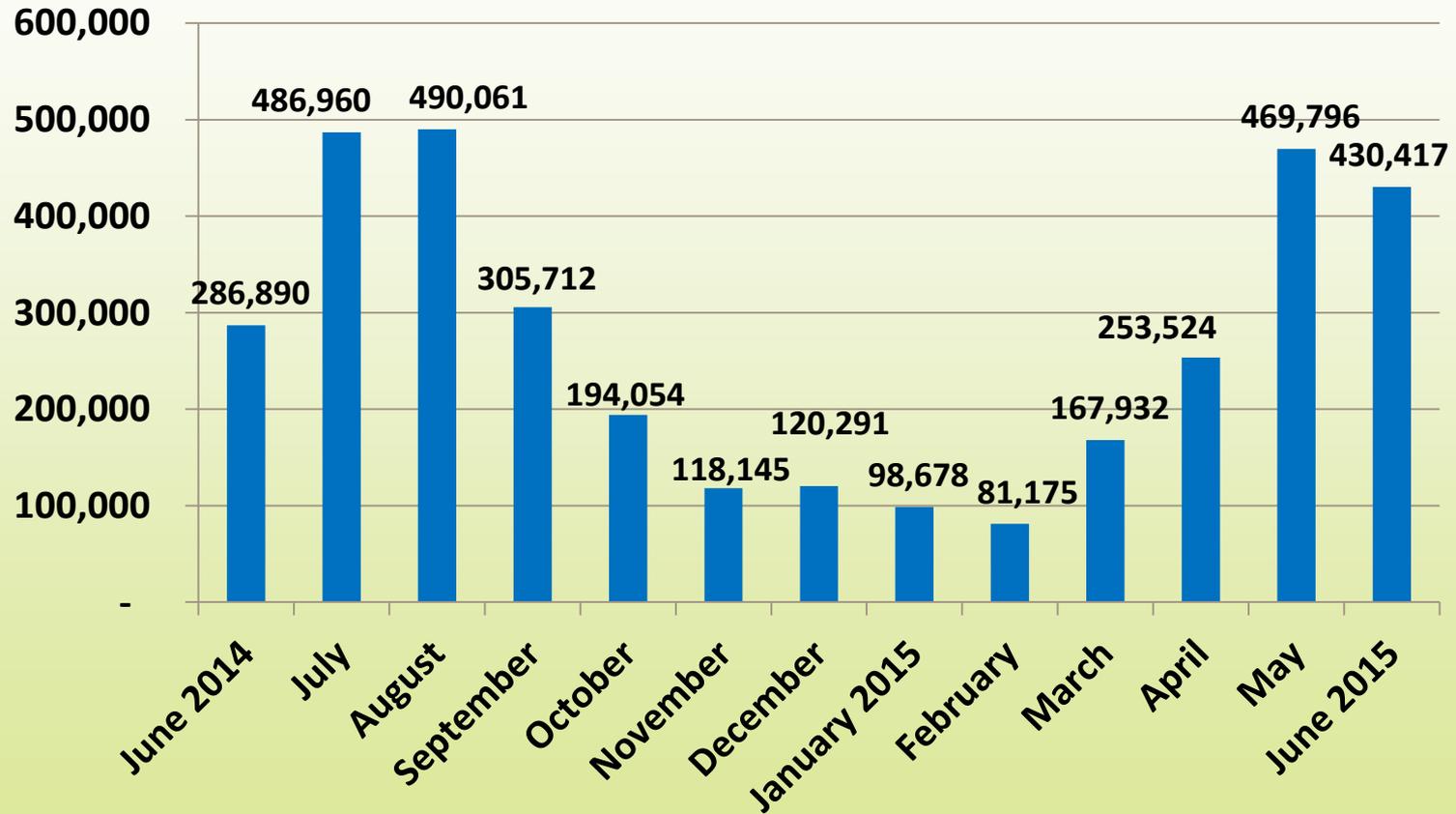
(via Reservation System Survey Tool)

- 13,343 responses
- 77 parks represented
- 89% of respondents indicated their camping experience was good/very good
- Relaxing, outdoor cooking, visiting the beach and walking are among the most common activities
- View more highlights of this survey here:
<https://infograph.venngage.com/p/41155/camper-survey>

ORV License Sales – Oct to July



Belle Isle Average Monthly Attendance





Snowmobile Permit Sales – Sep to July

