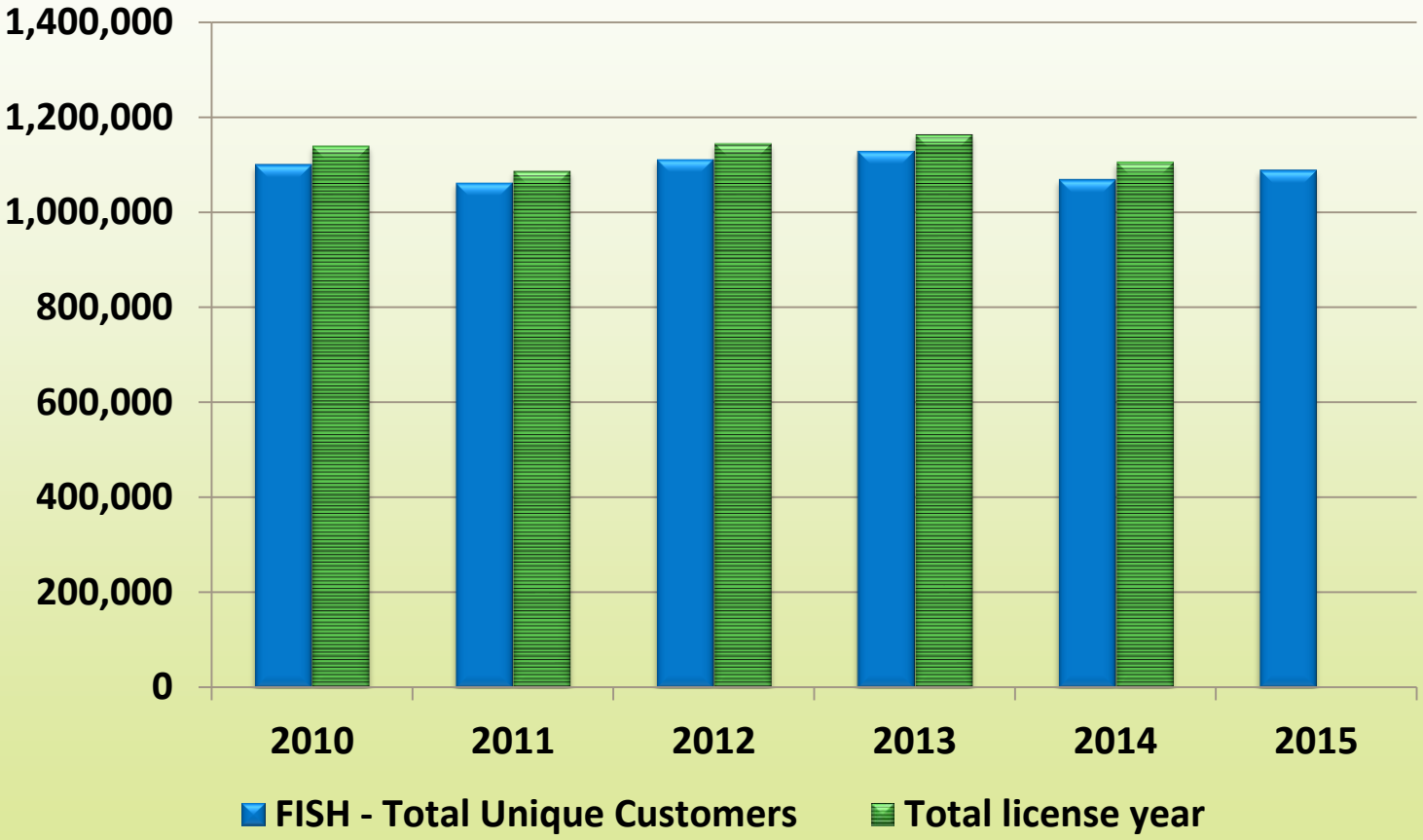
Licenses and Permits Sales Report

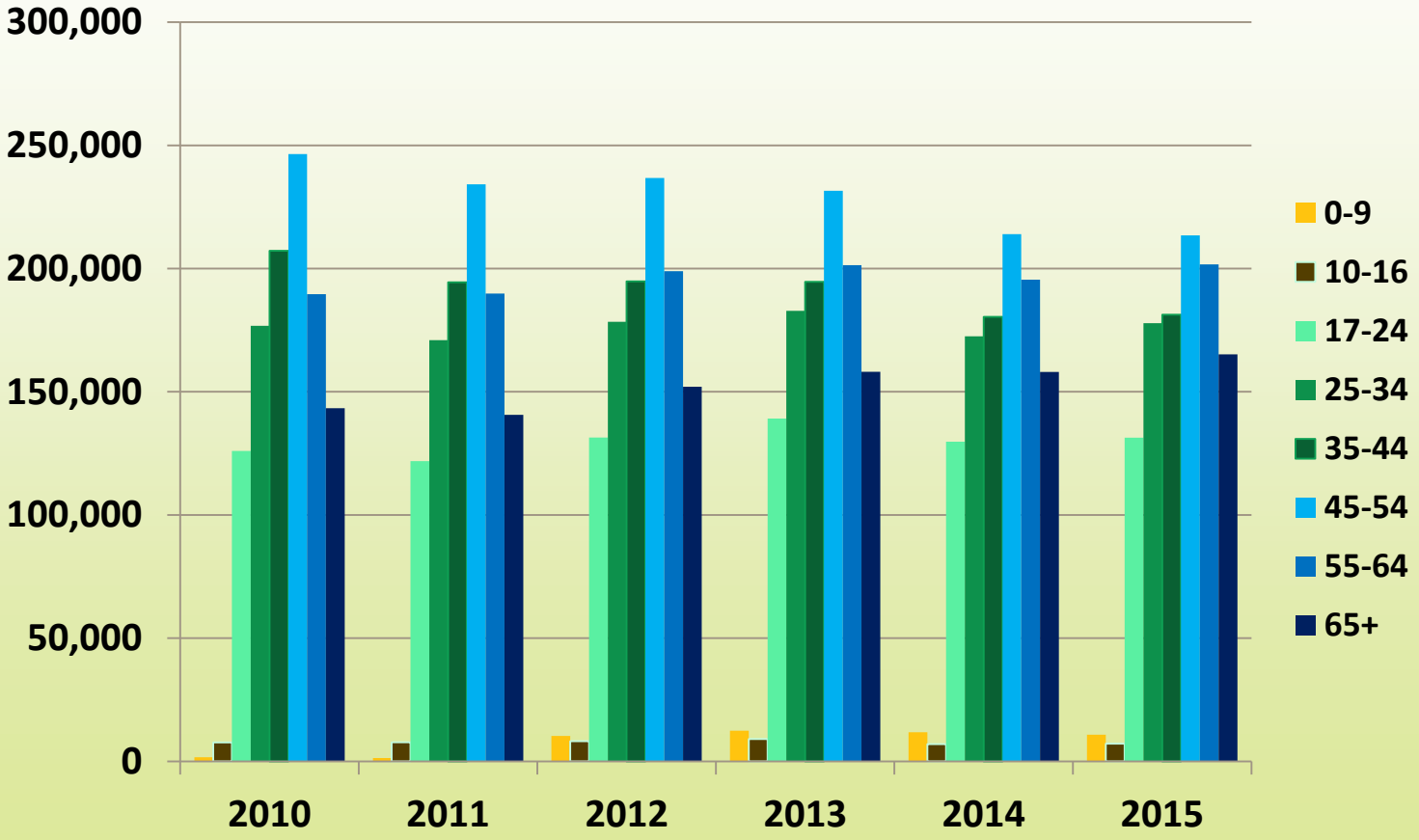
Presented to the
Natural Resources Commission
November 5, 2015

Fishing Customers - YTD

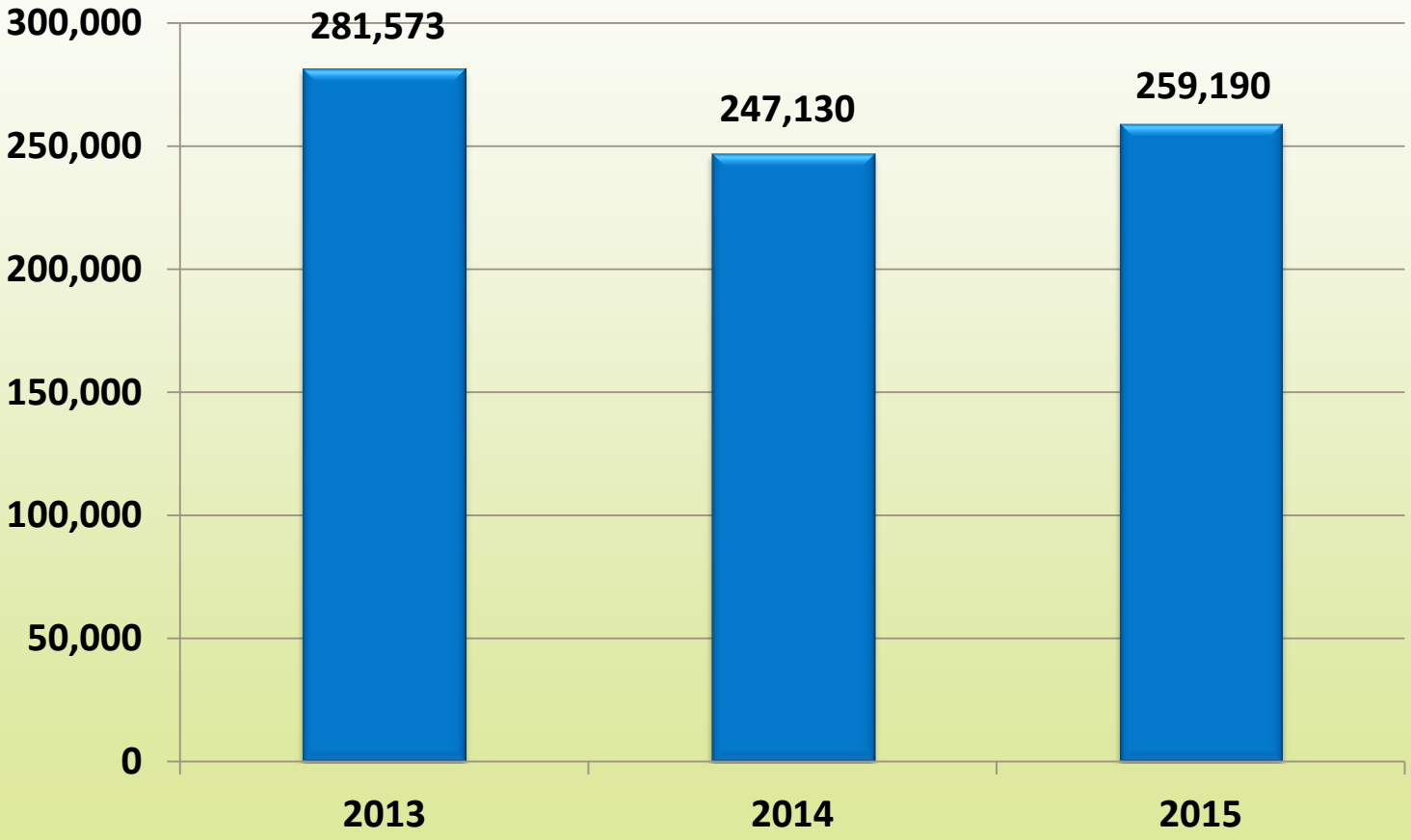


Blue bar represents license year to end of previous month.
Green bar represents entire license year.

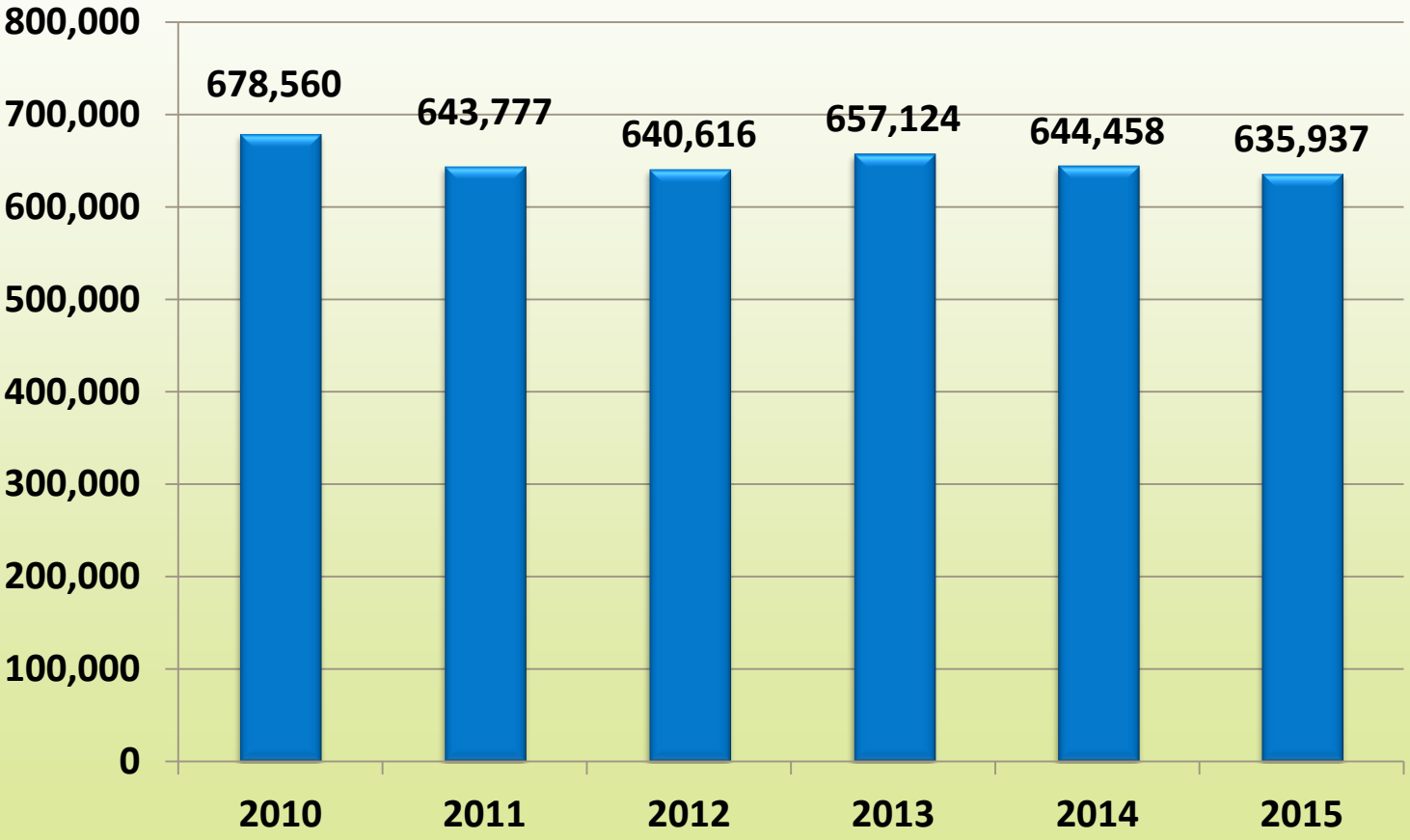
Fishing Customers by age - YTD



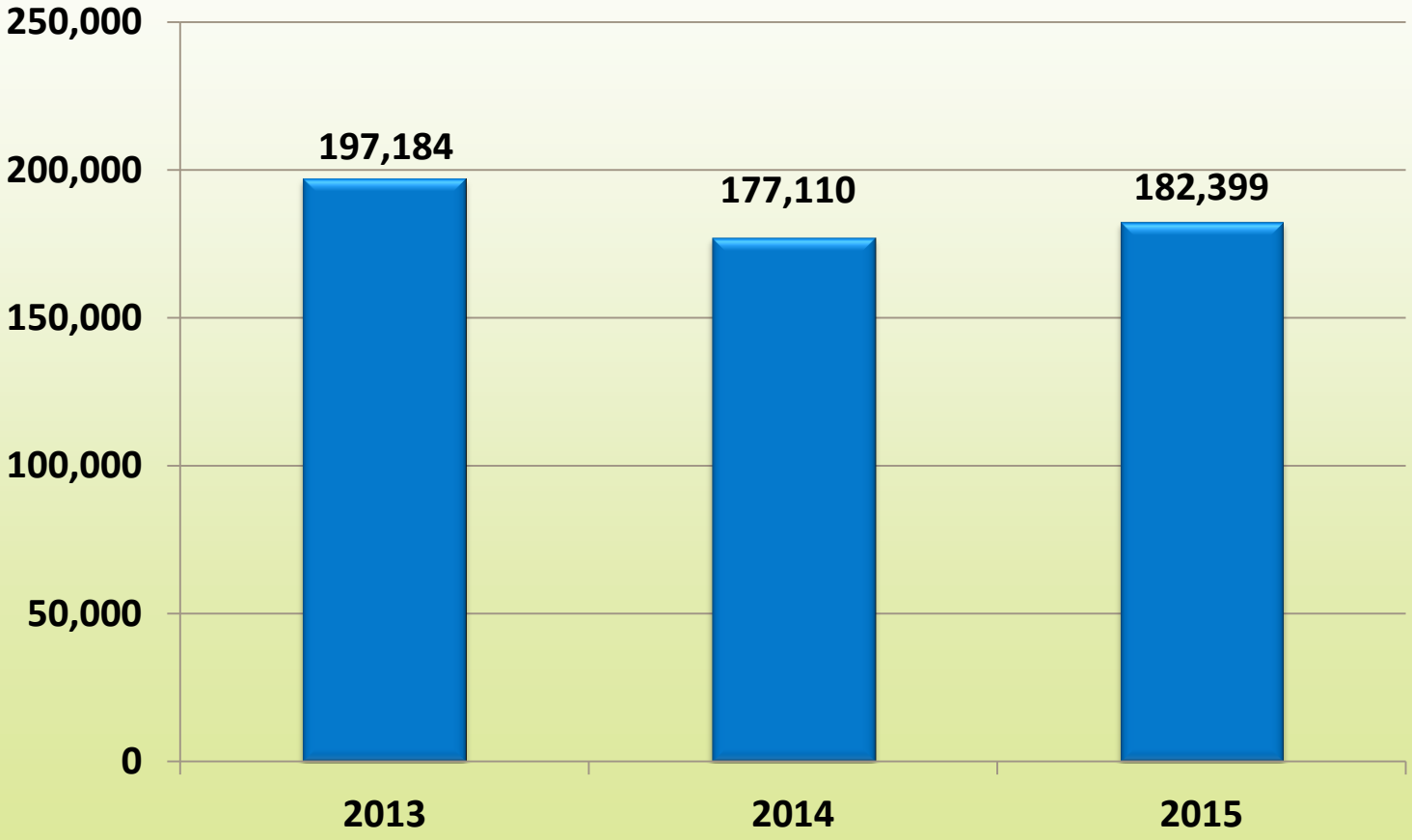
New Fishing Customers - YTD



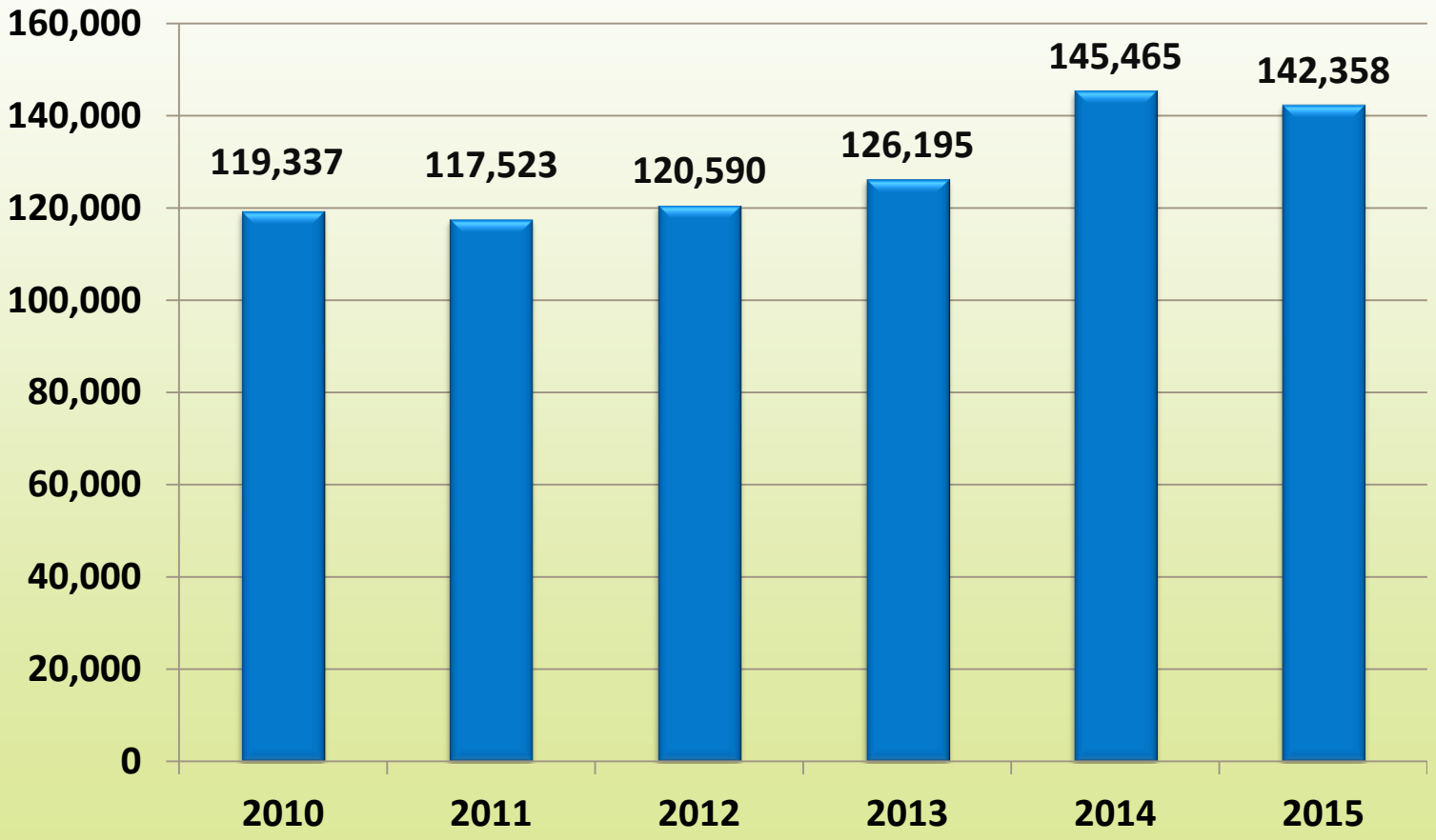
Repeat Fishing Customers – YTD



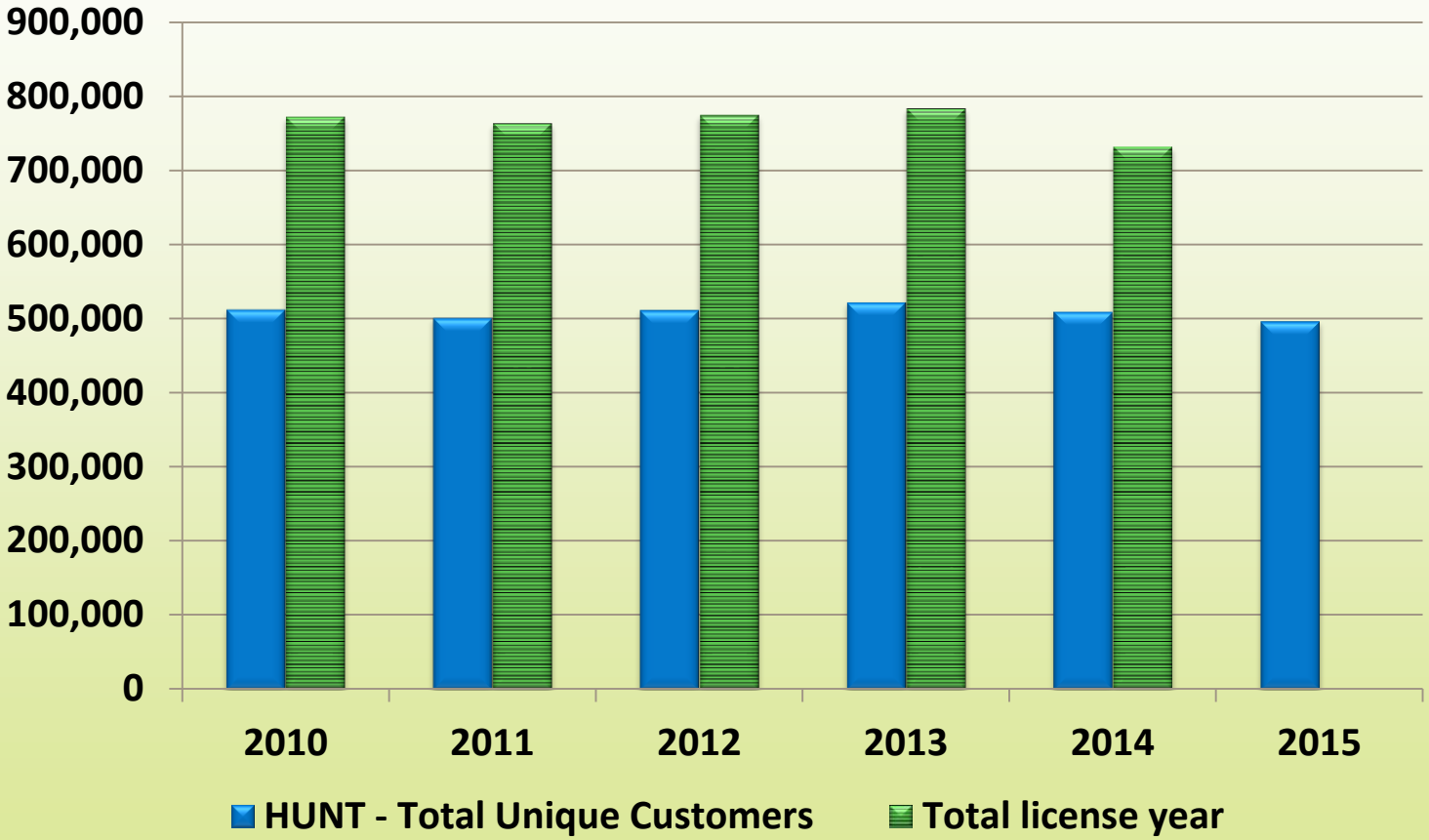
Est. Nonresident Fishing Customers - YTD



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

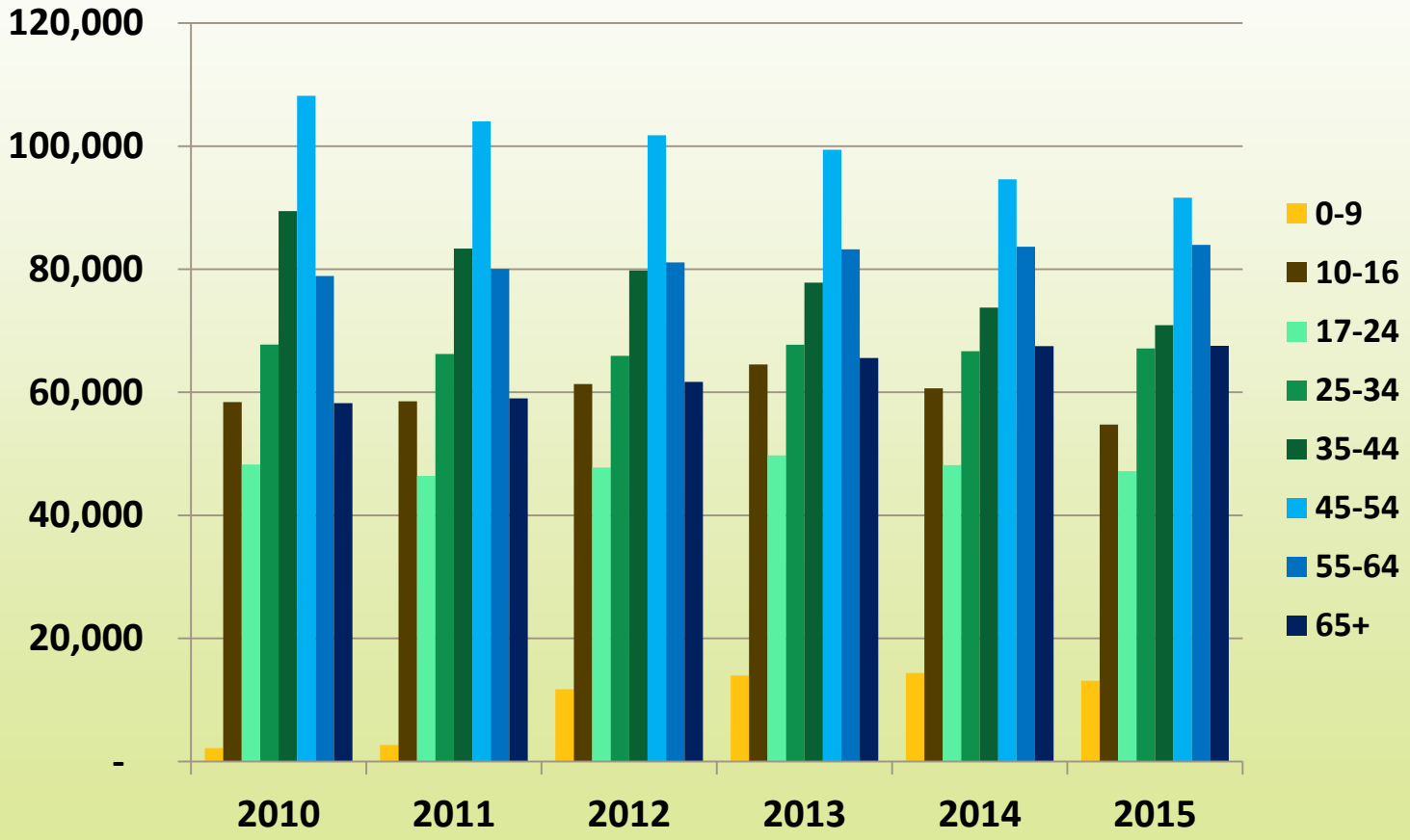


Hunting Customers - YTD

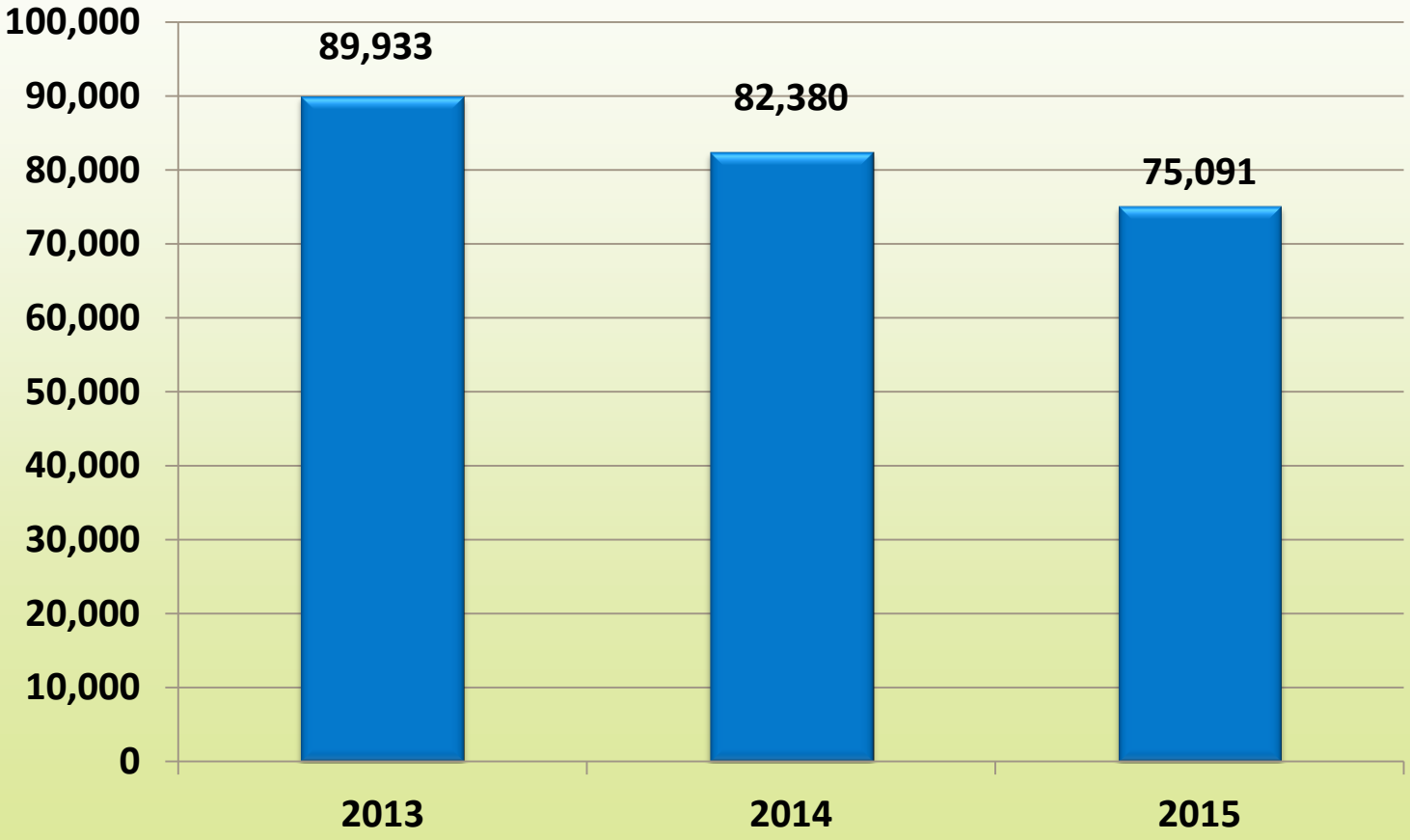


Blue bar represents license year to end of previous month.
Green bar represents entire license year.

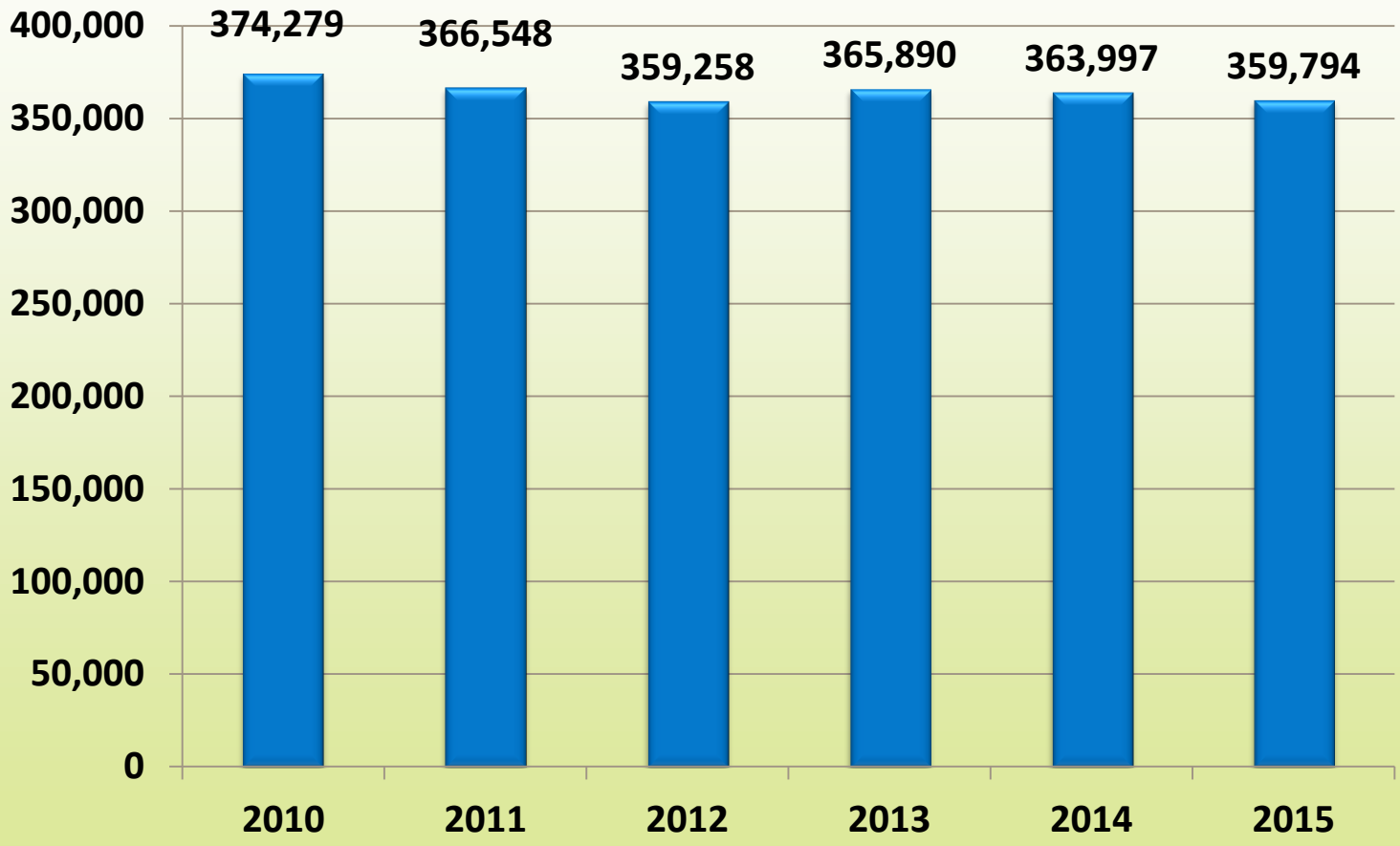
Hunting Customers by age - YTD



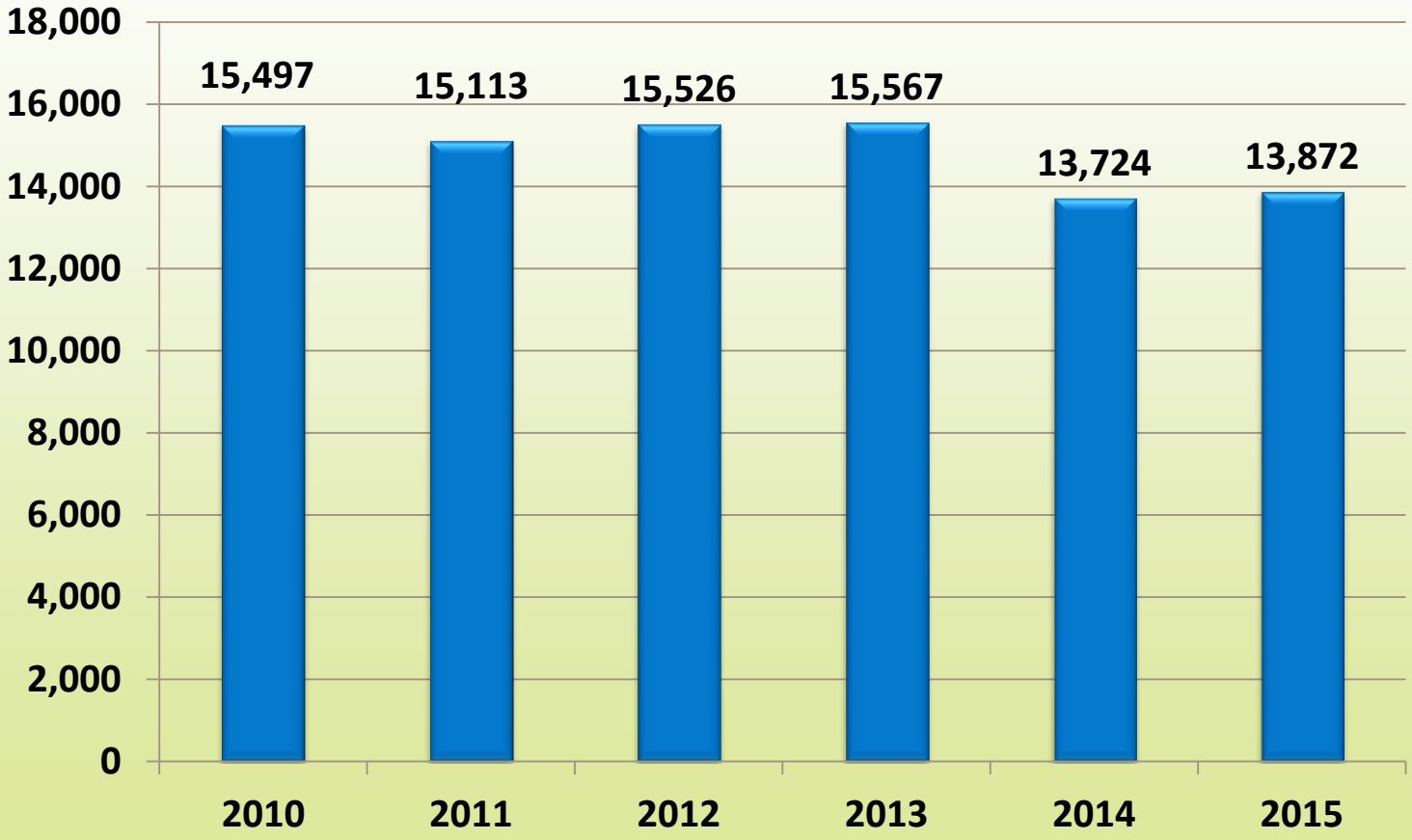
New Hunting Customers - YTD



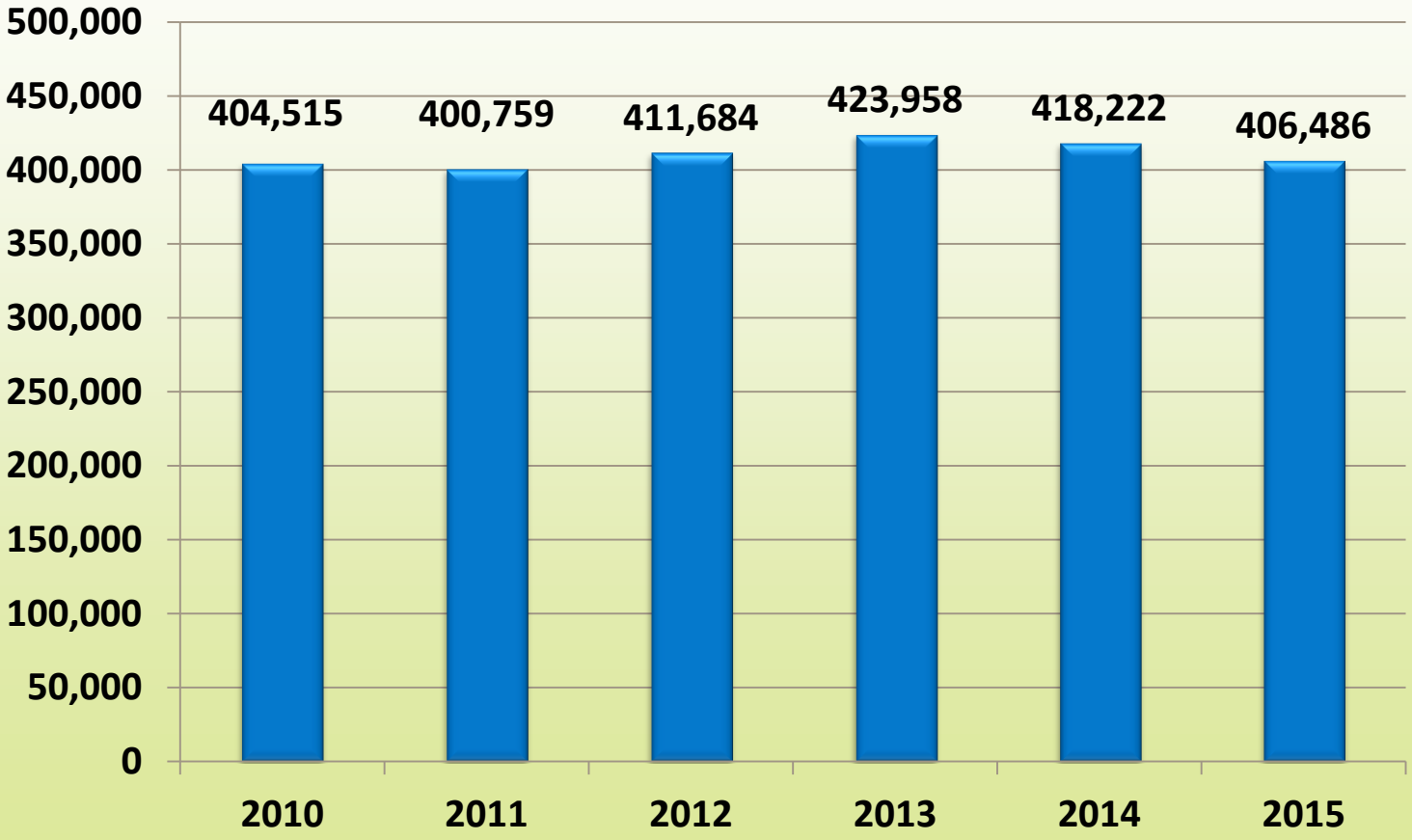
Repeat Hunting Customers - YTD



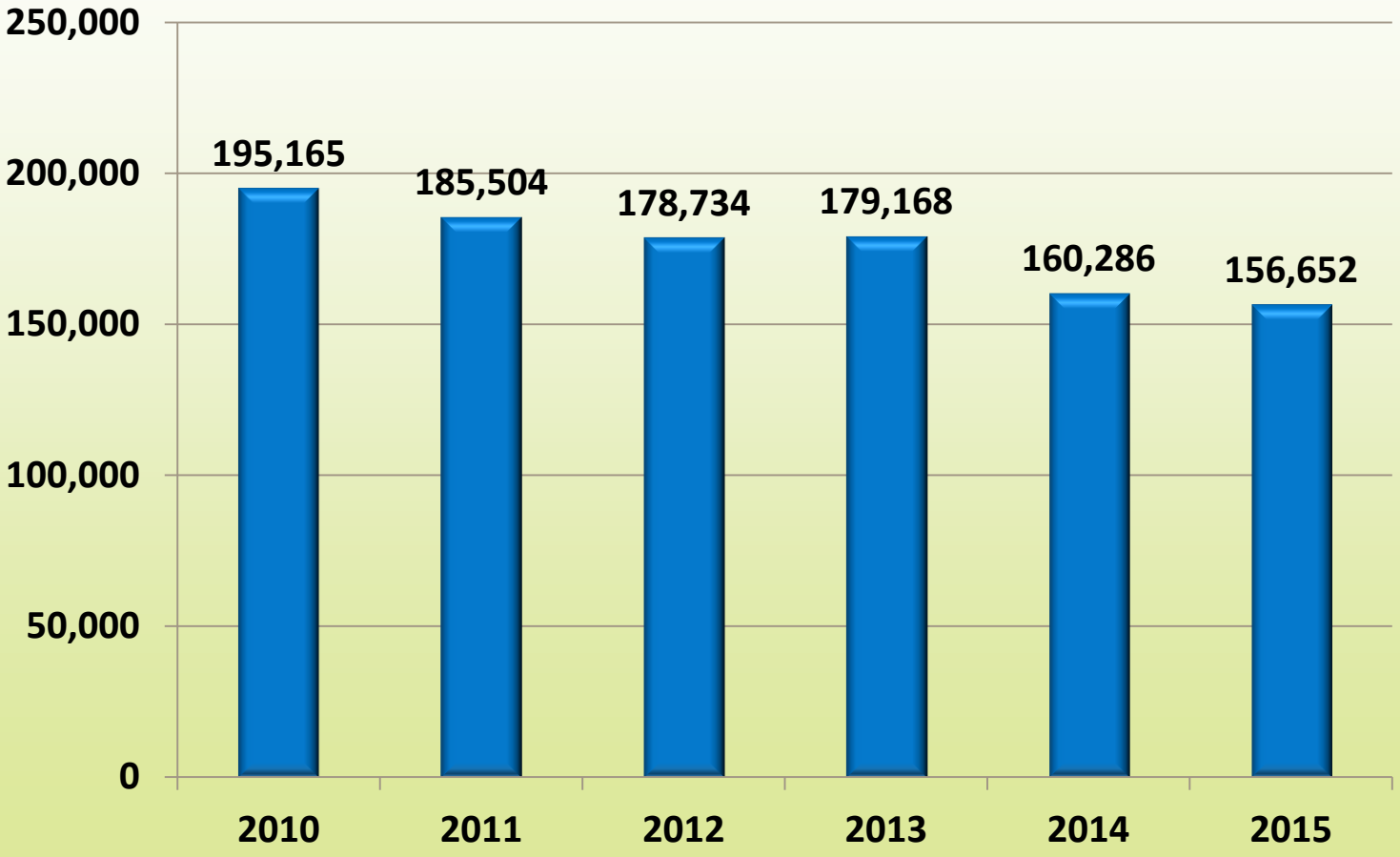
Nonresident Hunting Customers - YTD



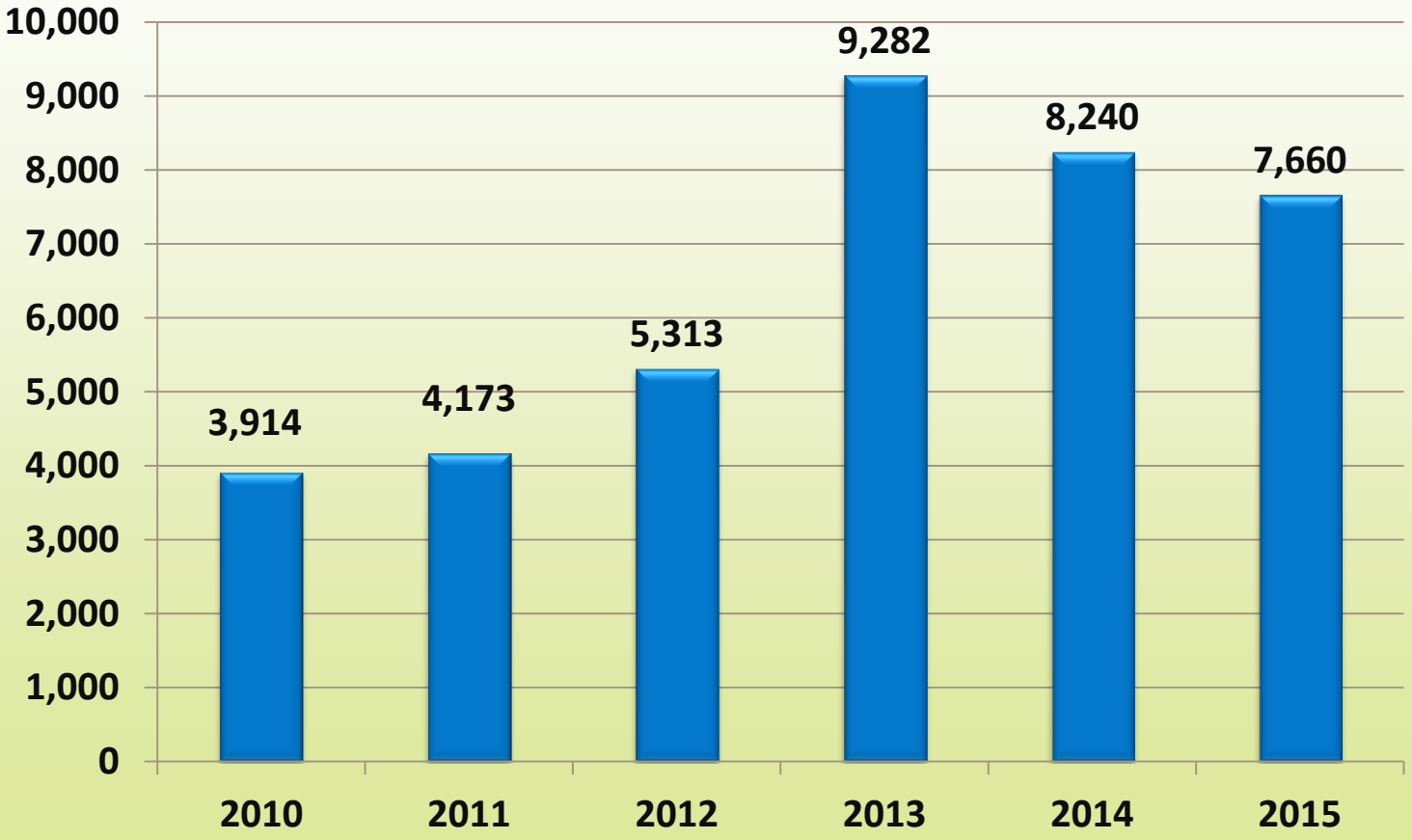
Deer License Customers - YTD



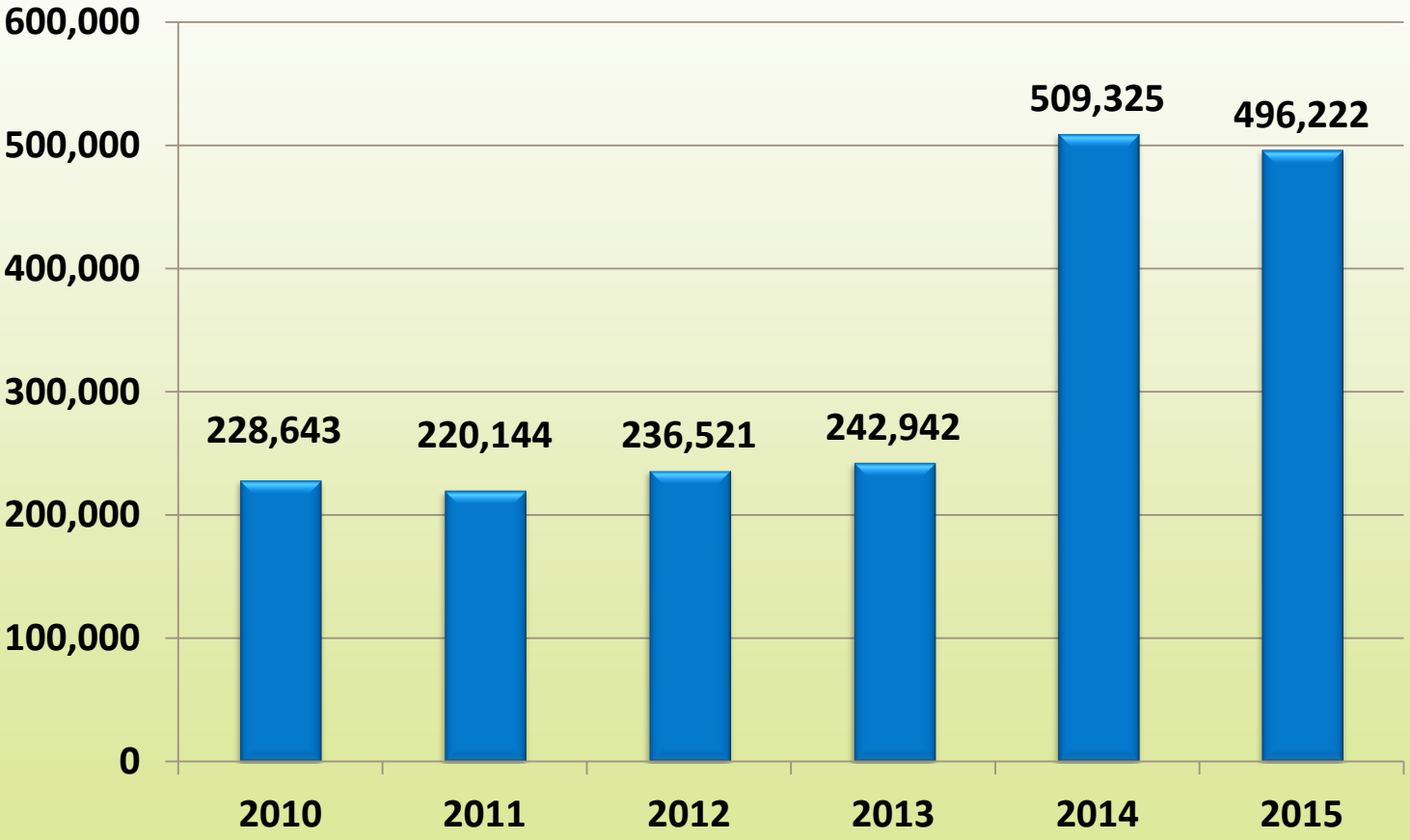
Deer Antlerless License Customers - YTD



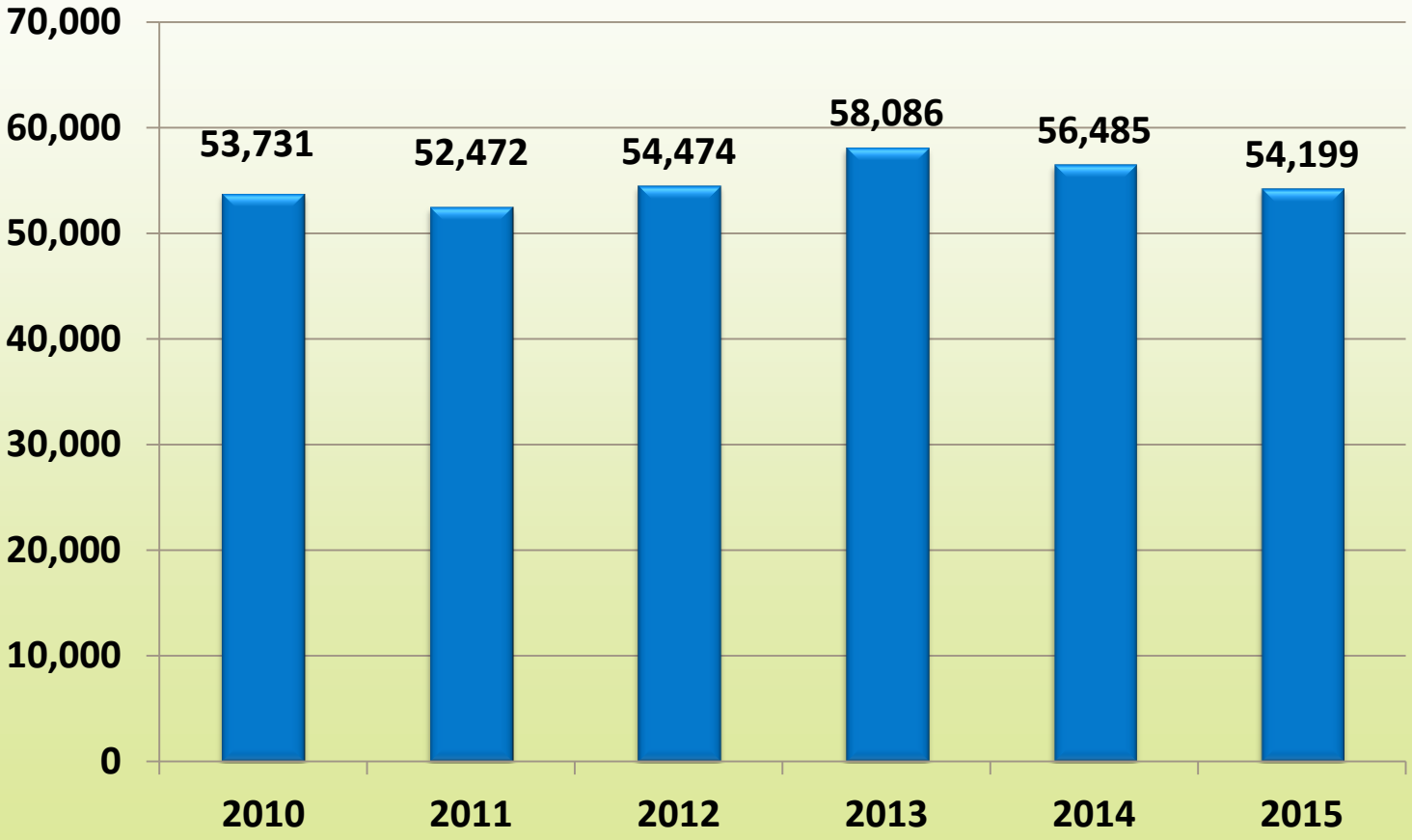
Pure Michigan Hunt Applicants - YTD



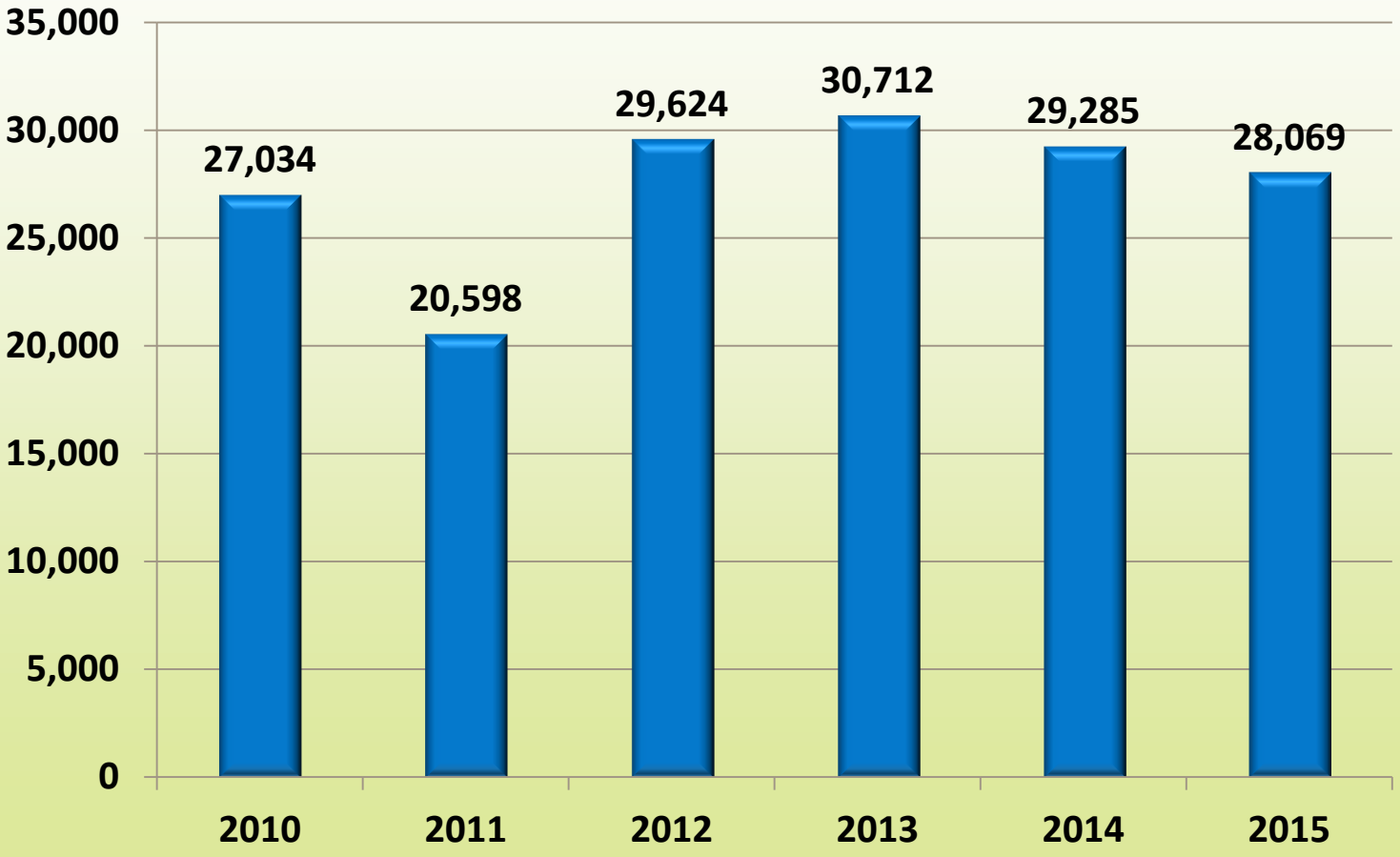
Small Game Customers - YTD



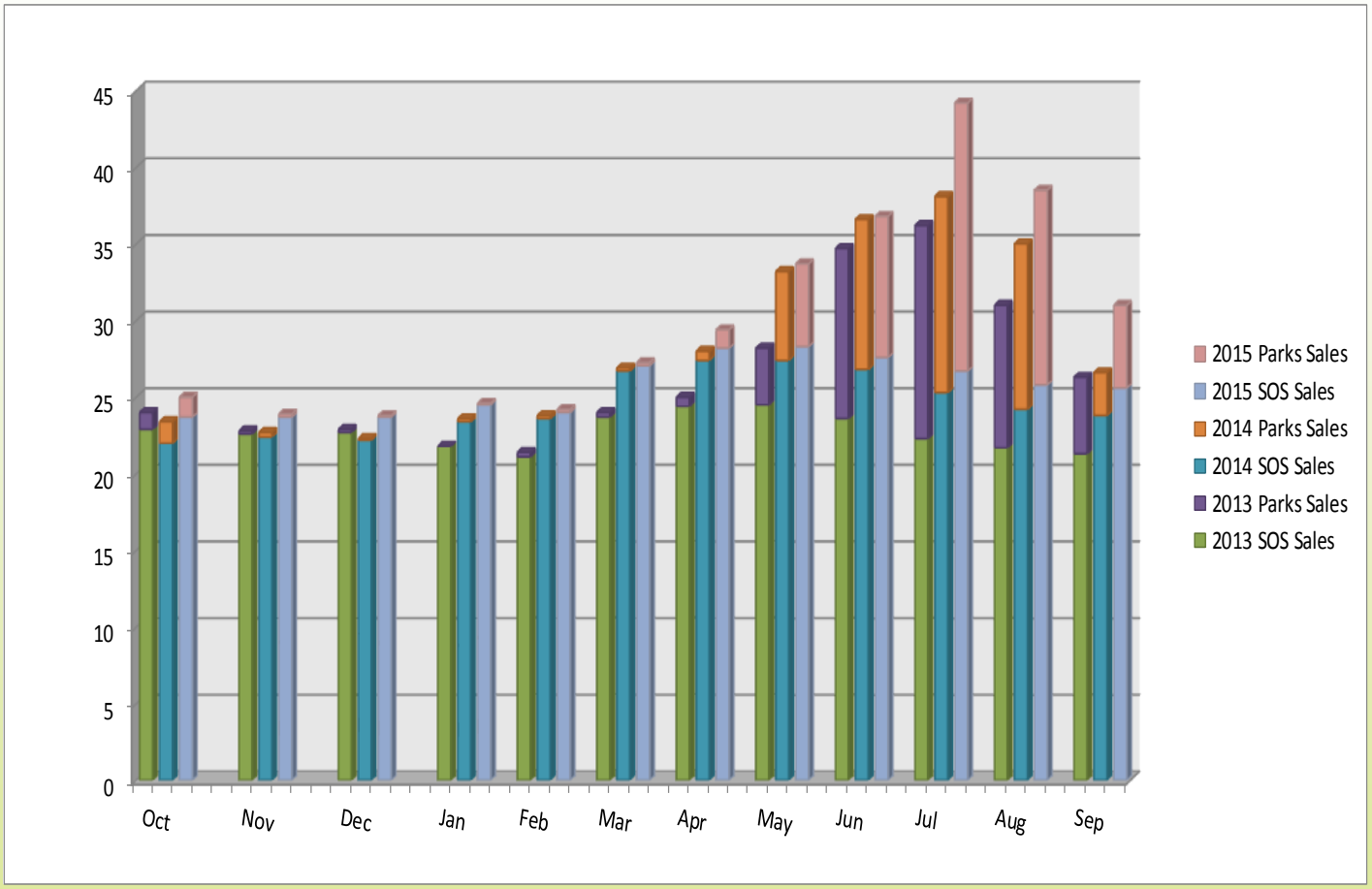
Waterfowl Customers - YTD



Fall Turkey Customers - YTD



Recreation Passport – September



FY 2015 – 30.4%

Actual 24.7% for FY 2011

Actual 27.3% for FY 2012

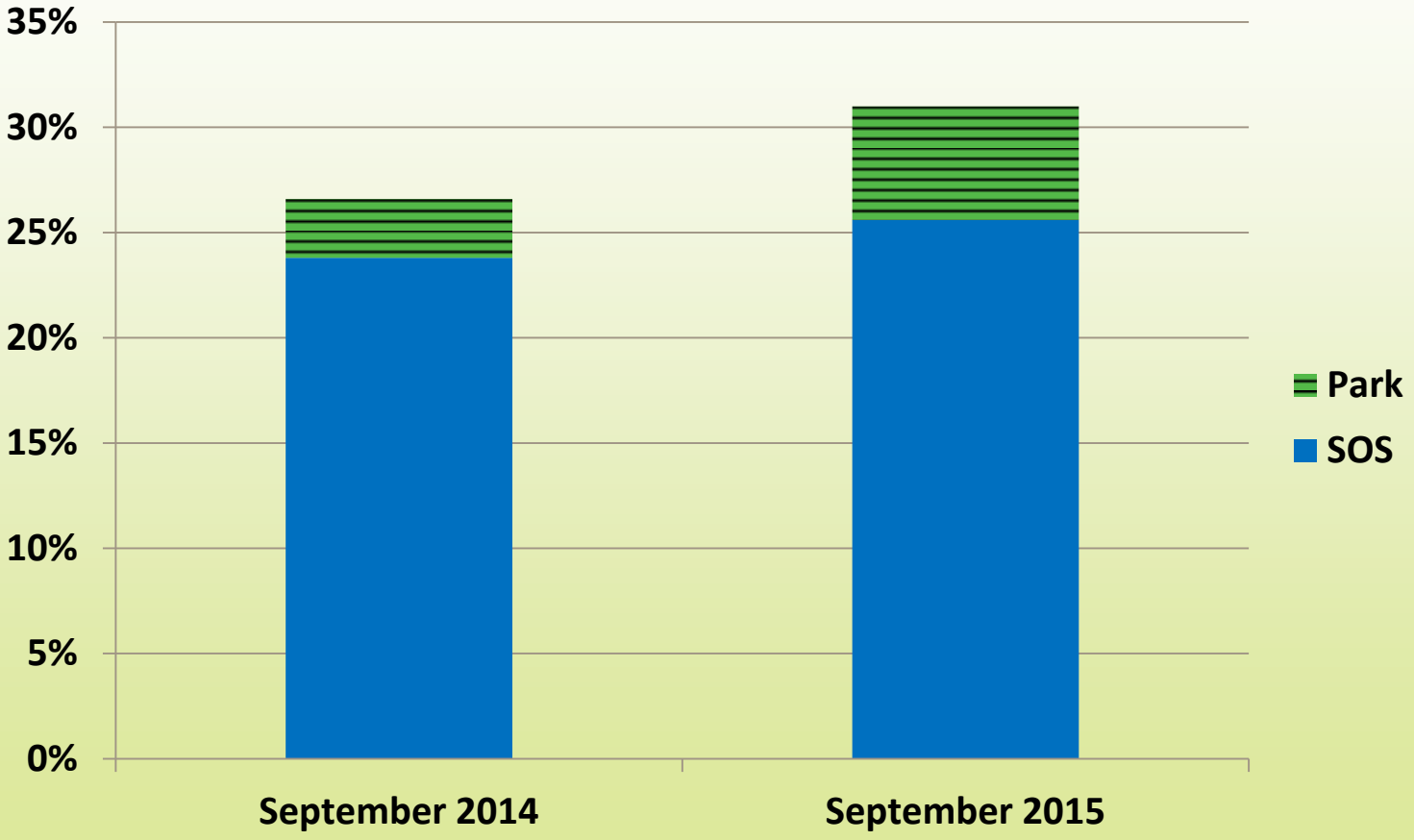
Actual 26.6% for FY 2013

Actual 28.5% for FY 2014

September 2014 – 26.6%

September 2015 – 31.0%

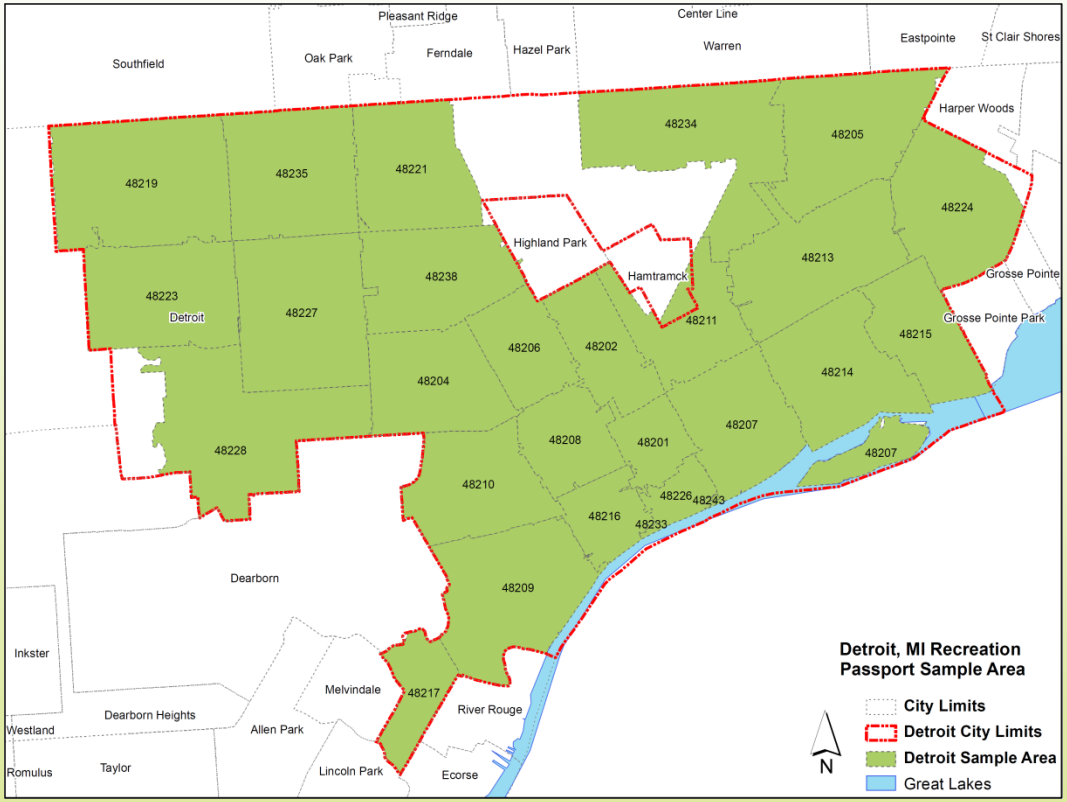
Percentages Sold at SOS and Parks



Recreation Passport Churn Rates

- **September 2015**
  - Lost 14,384 former passport purchasers from 2014 to 2015
  - Gained 17,701 new passport purchasers from 2014 to 2015
    - Net **gain** of 3,317 for September, 2015
    - August, 2015 churn rate was a gain of 3,029

Recreation Passport – Detroit
Sold at Secretary of State Offices



Recreation Passport comparison
September 2014 and 2015

Statewide: + 1.73% from 23.80% to 25.53%

Detroit: + 5.2% from 24.94% to 30.14%

Detroit Area Participation - average:
Prior to February, 2014 – 7.22%
After February, 2014 – 30.10%

- **316% increase**

Passport Revenue Yield:
Wayne County – 1% increase = $128,881

Wayne, Oakland, Macomb Counties

- **1% increase - $319,455**

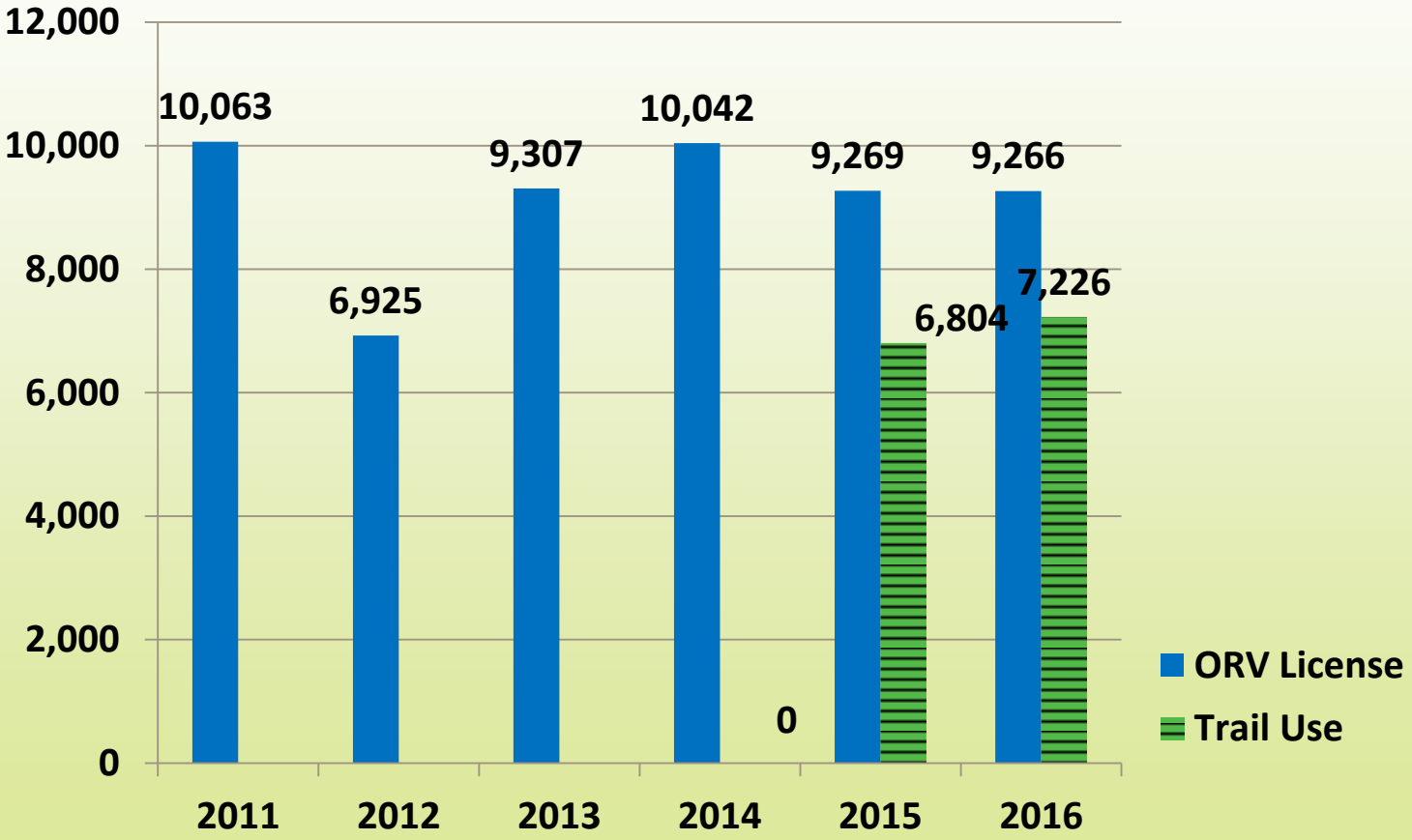
Remainder of the state

- **1% increase - $531,101**

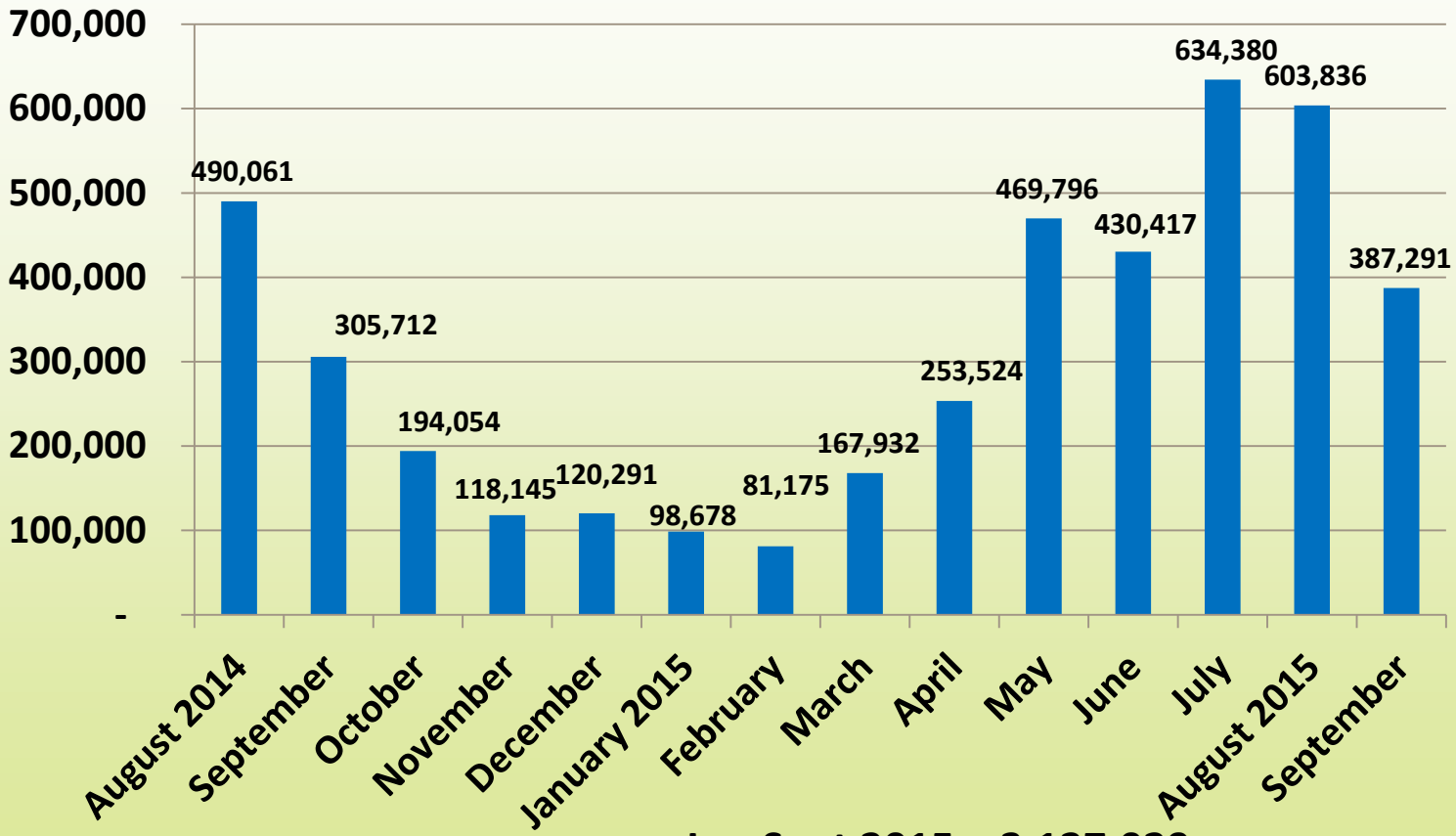
Total lodging reservation nights – November to October

	2013	2014	2015	% Change 2015 to 2016
Nights	1,021,712	964,776	1,051,341	8.9%

ORV License Sales – Oct 2015



Belle Isle Average Monthly Attendance

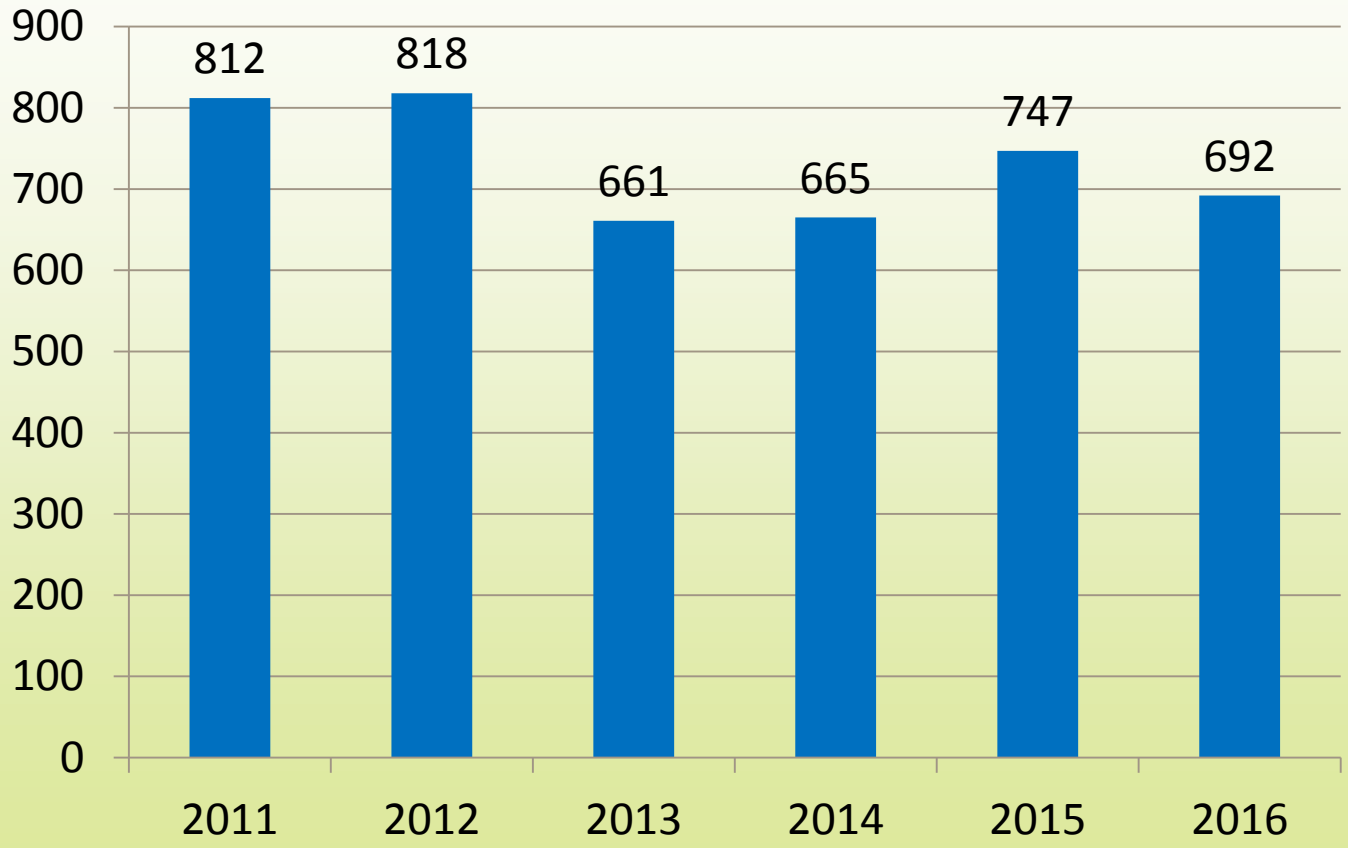


Jun-Dec 2014 – 2,002,114

Jan-Sept 2015 – 3,127,029

Jun 2014 – Jun 2015 – 3,503,635

Snowmobile Permit Sales – Sept and Oct 2015



Outdoor Adventure Center (OAC)

- **Opened July 20, 2015**
- First 7 weeks of operation
  - 20,000 visitors
  - Hosted 33 meetings & events

Total Harbor reservation nights – October

	2015	2016	% Change 2015 to 2016
Nights	385	332	-13.8%

	2014	2015	% Change 2014 to 2015
Season Totals	30,674	32,924	7.3%