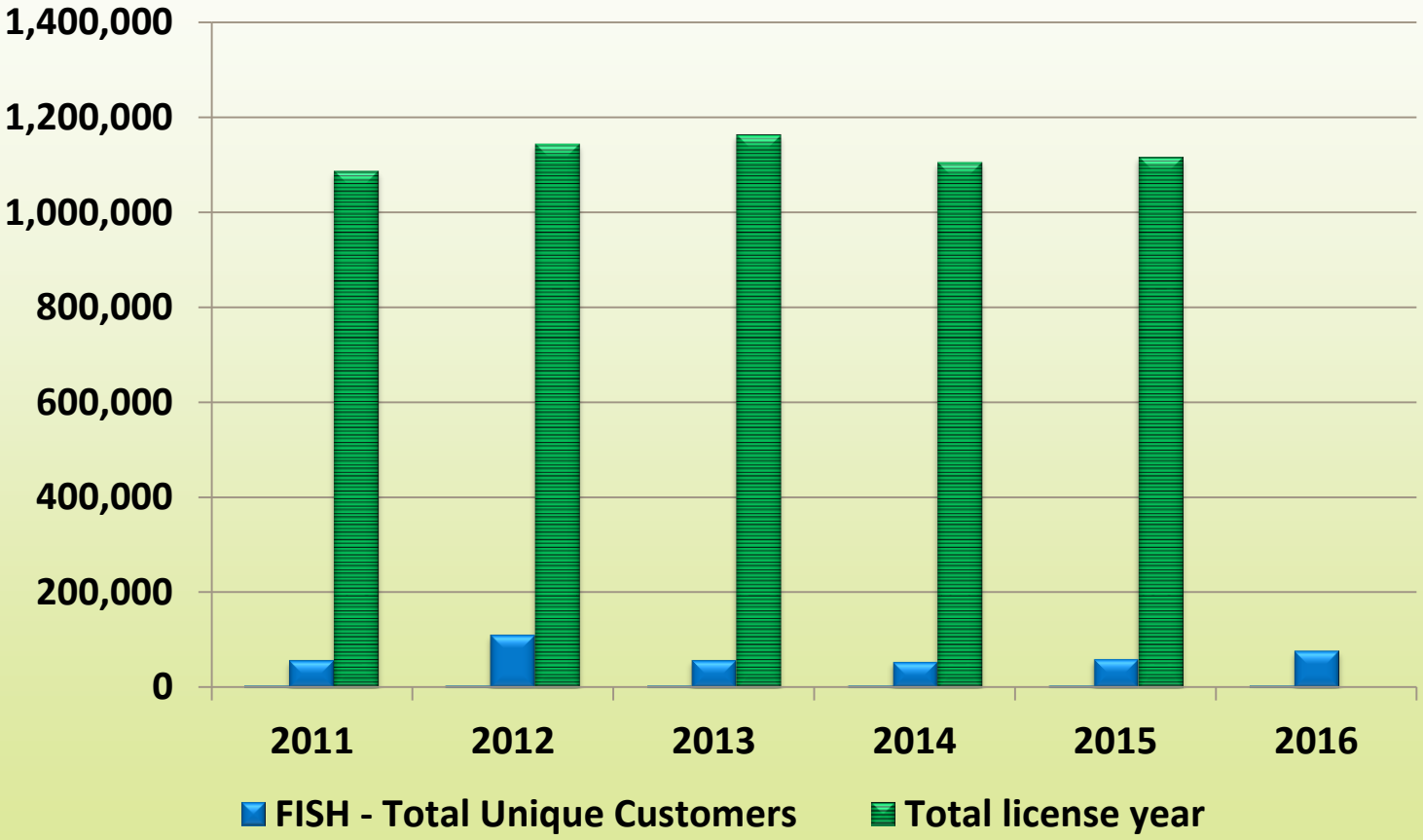
Licenses and Permits Sales Report

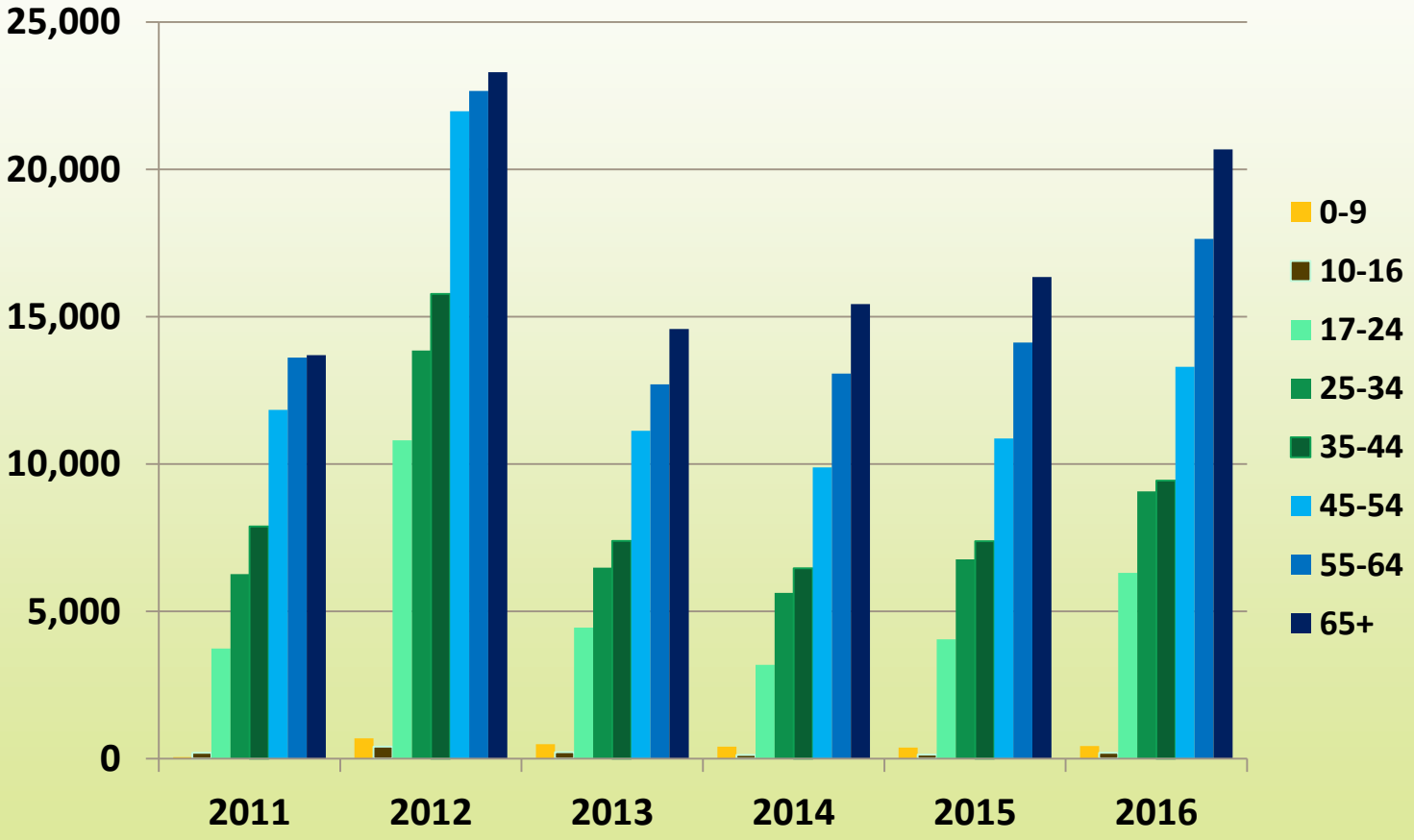
Presented to the
Natural Resources Commission
April 14, 2016

Fishing Customers - YTD

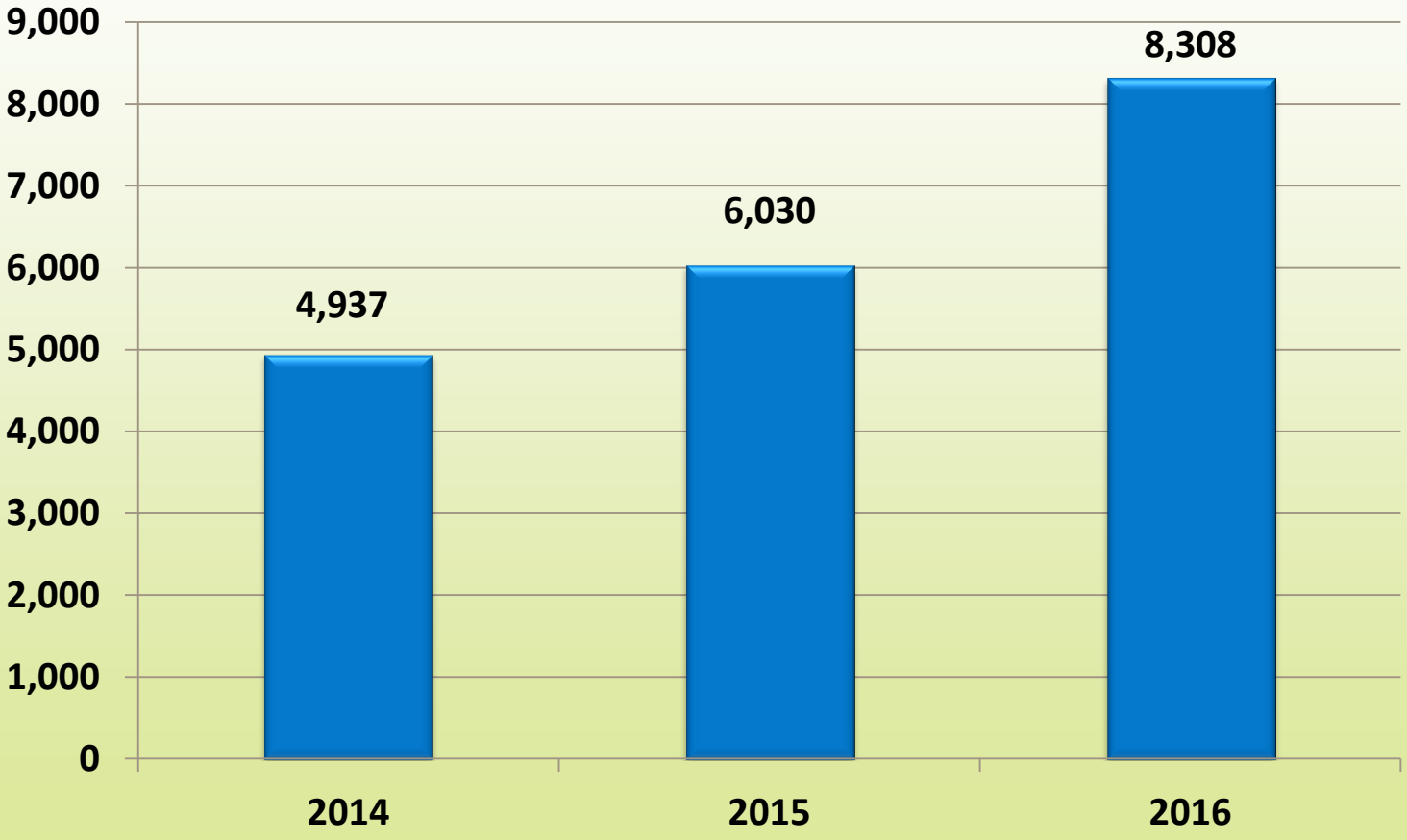


Blue bar represents license year to end of previous month.
Green bar represents entire license year.

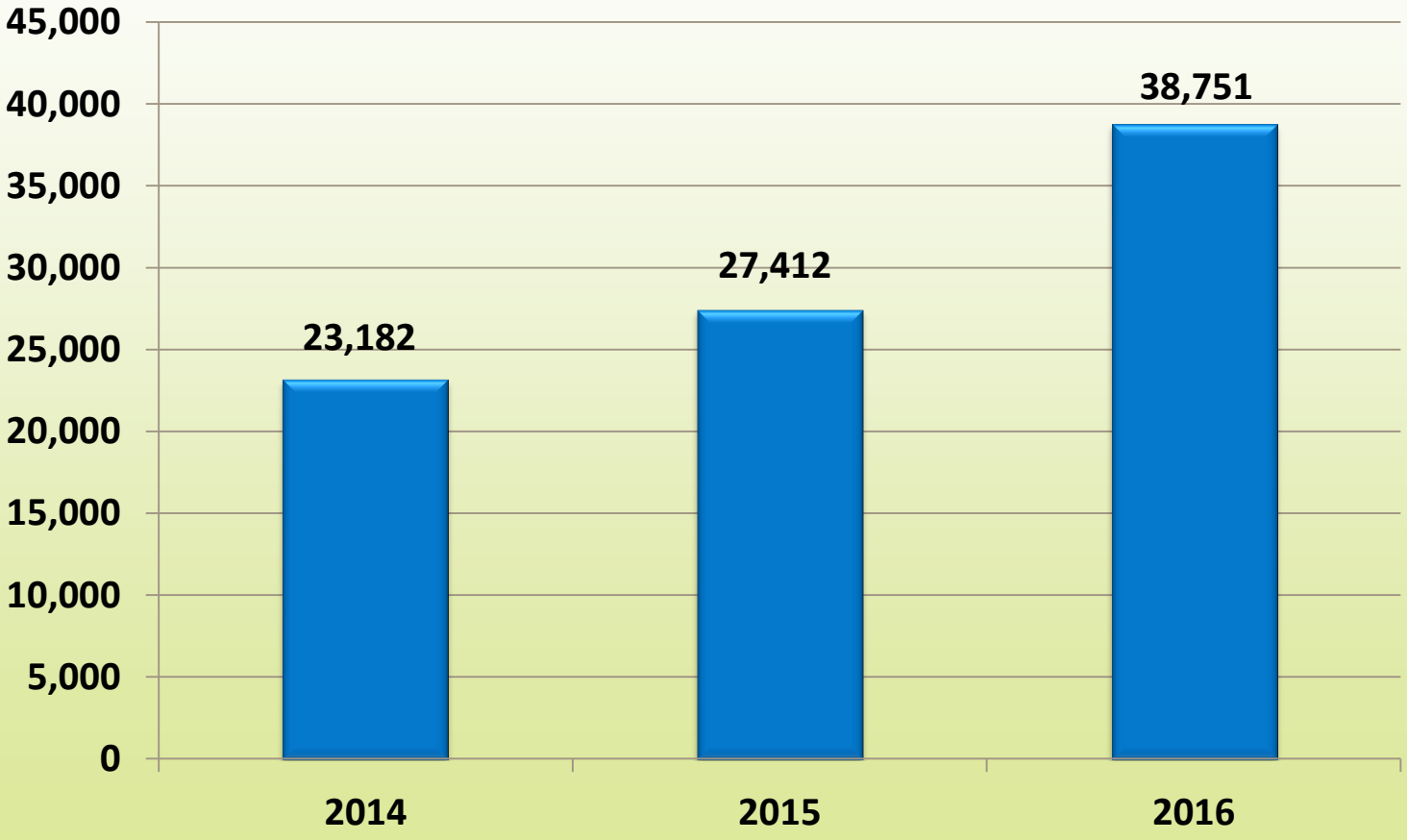
Fishing Customers by age - YTD



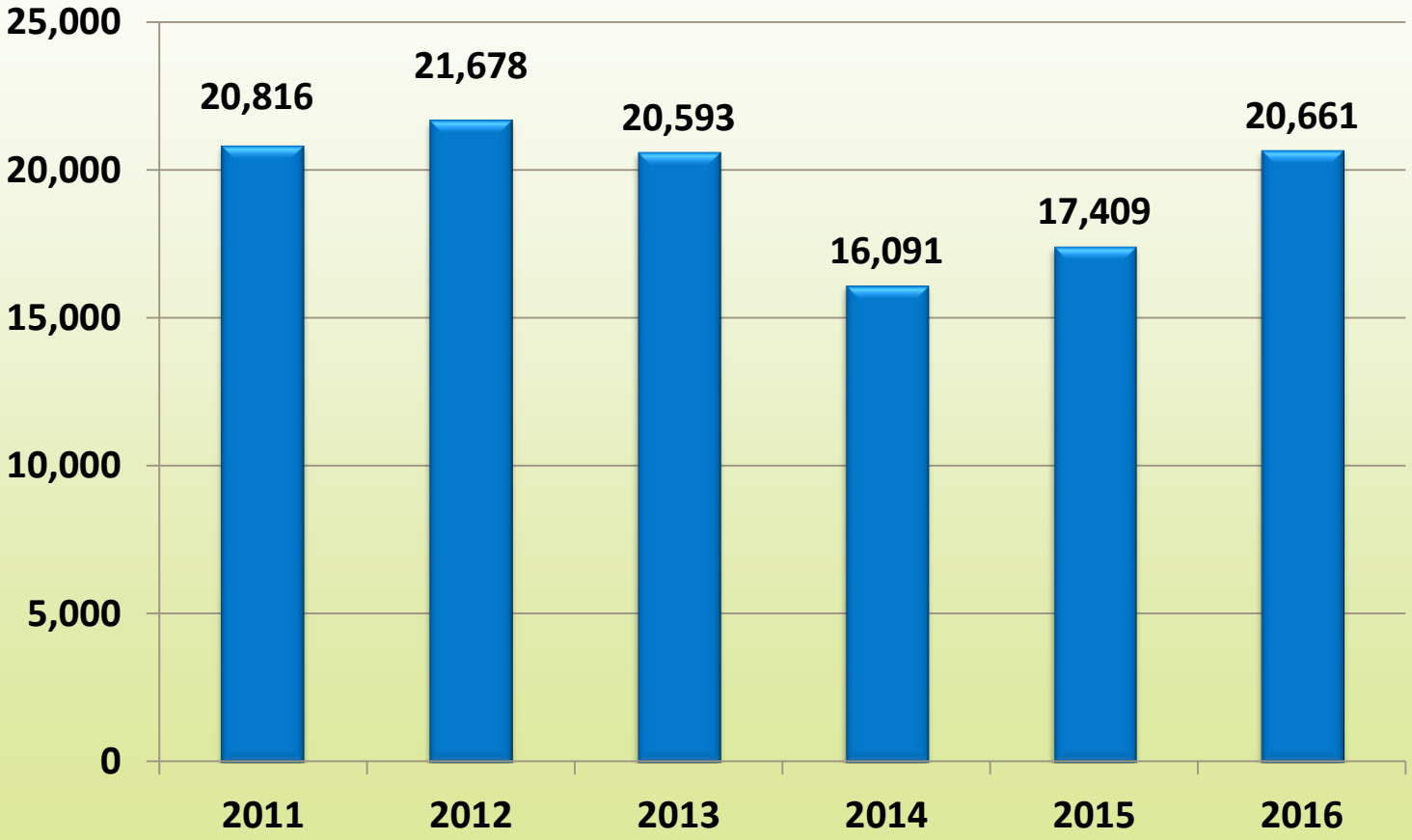
Female Fishing Customers – YTD



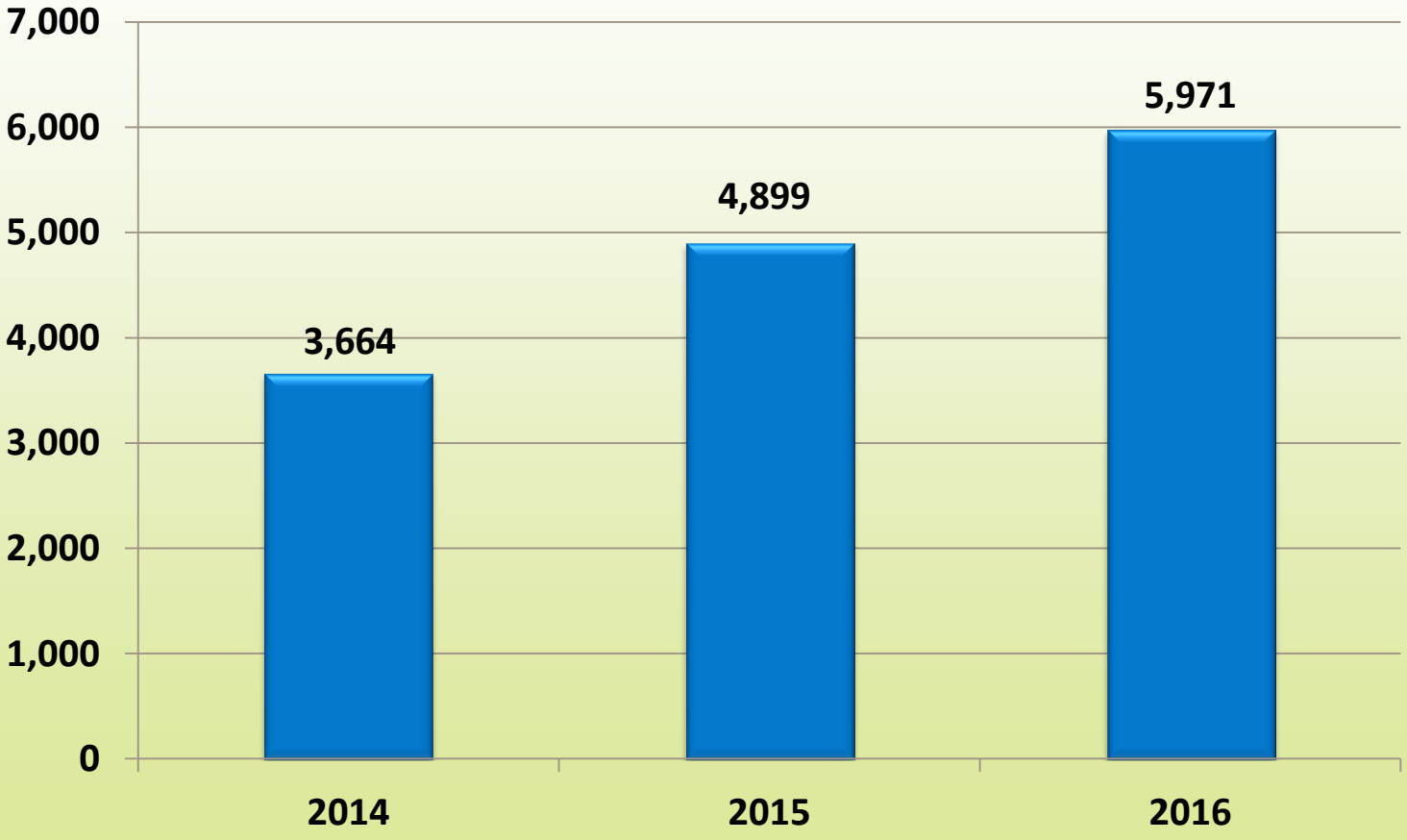
New Fishing Customers - YTD



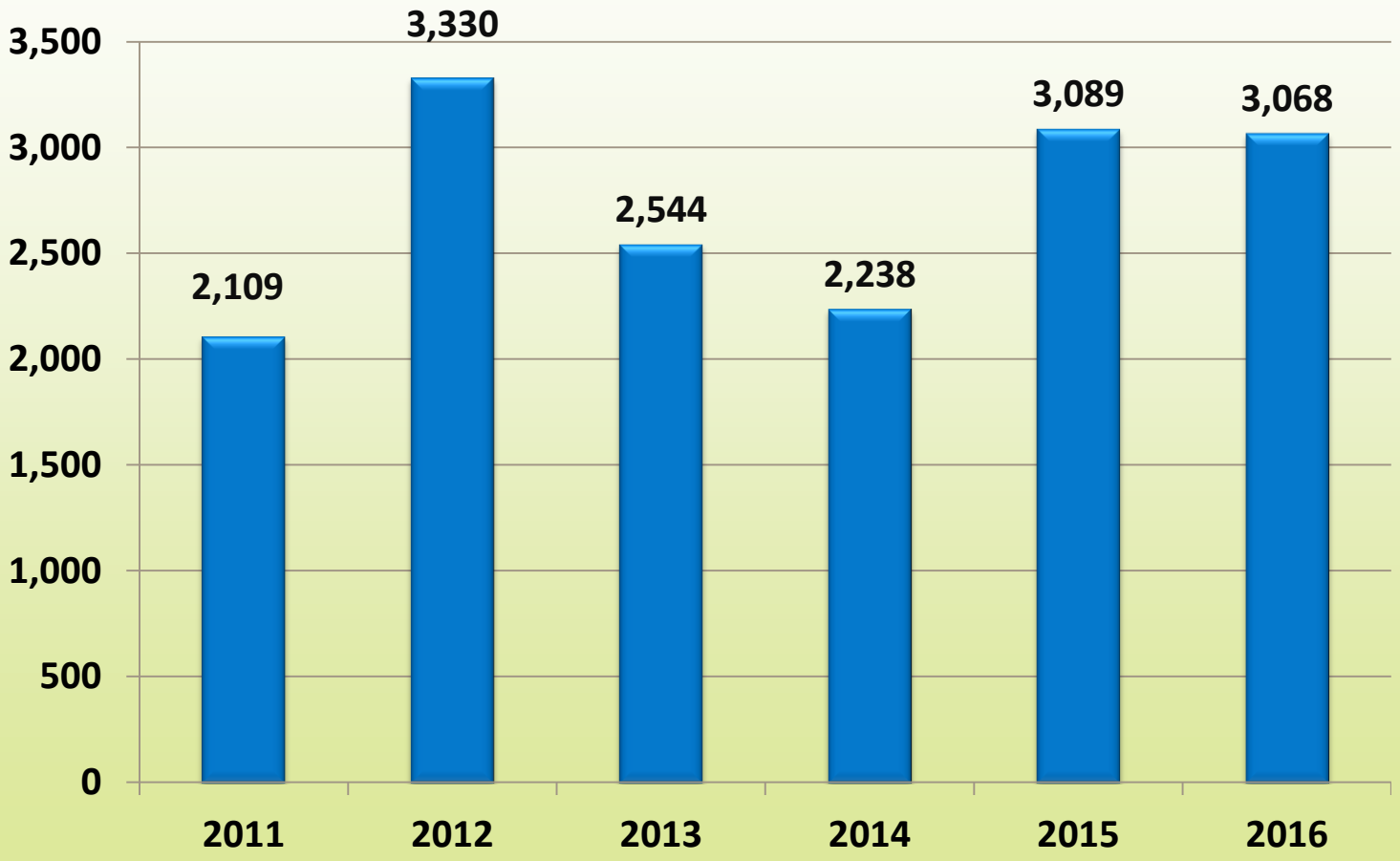
Repeat Fishing Customers – YTD



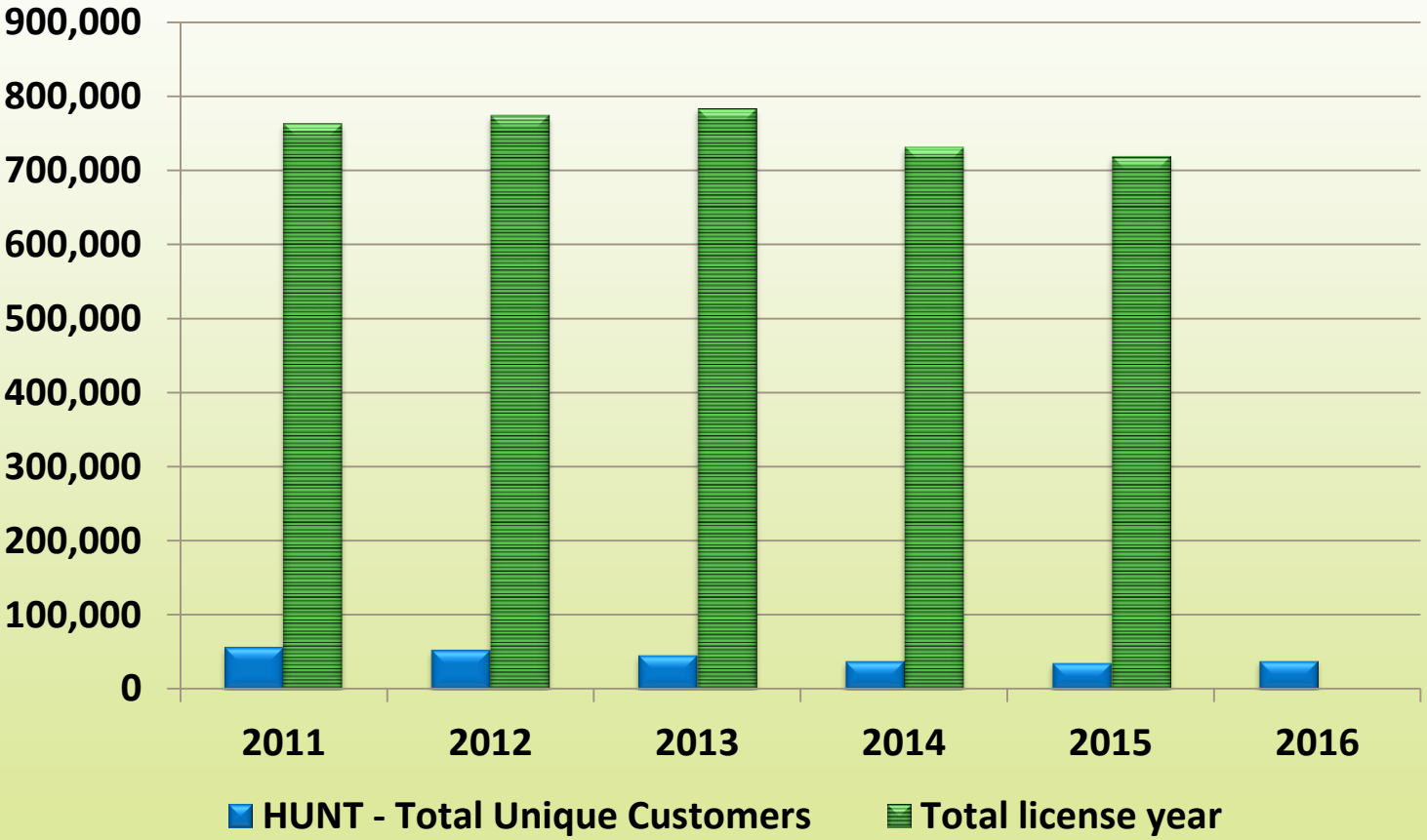
Est. Nonresident Fishing Customers - YTD



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

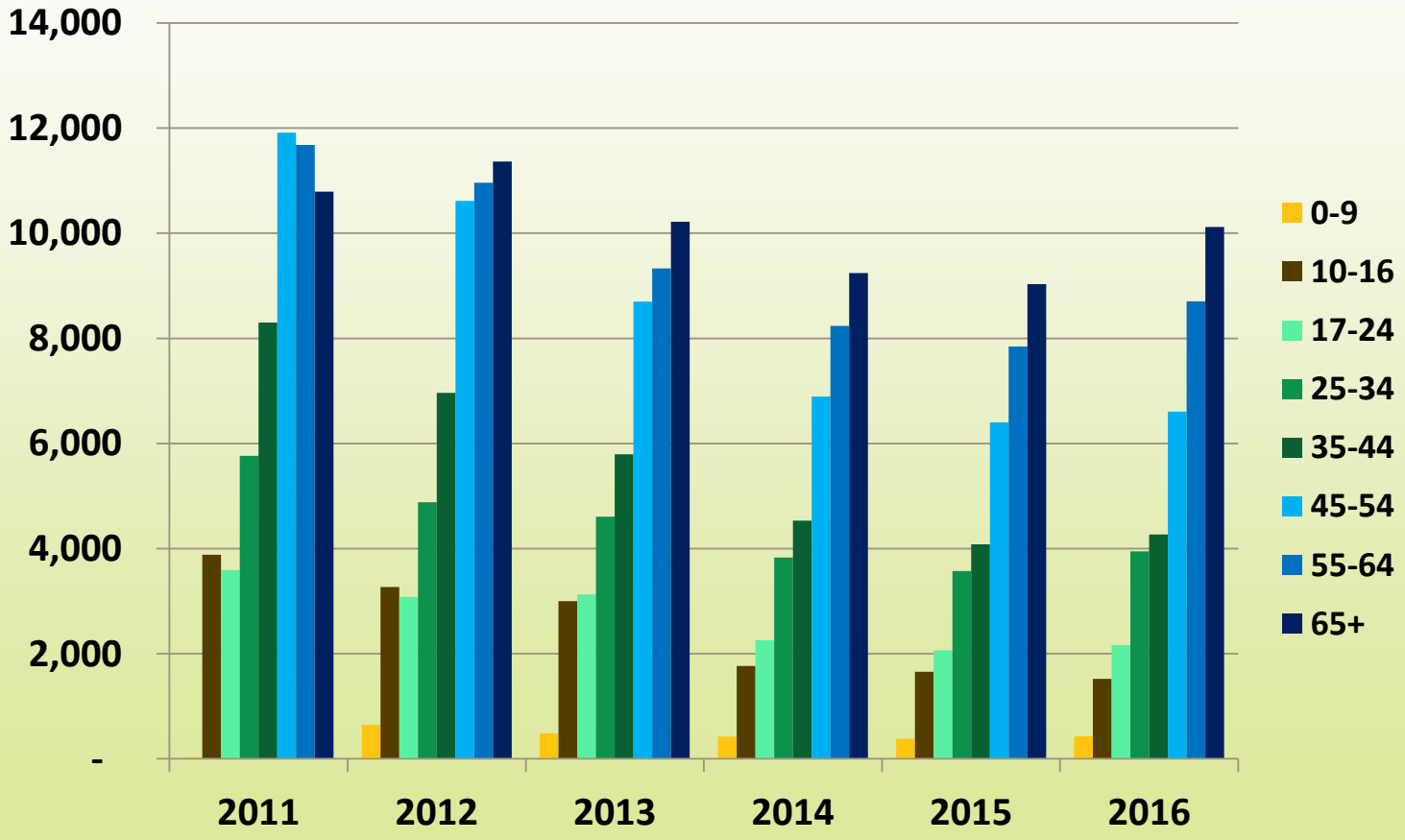


Hunting Customers - YTD

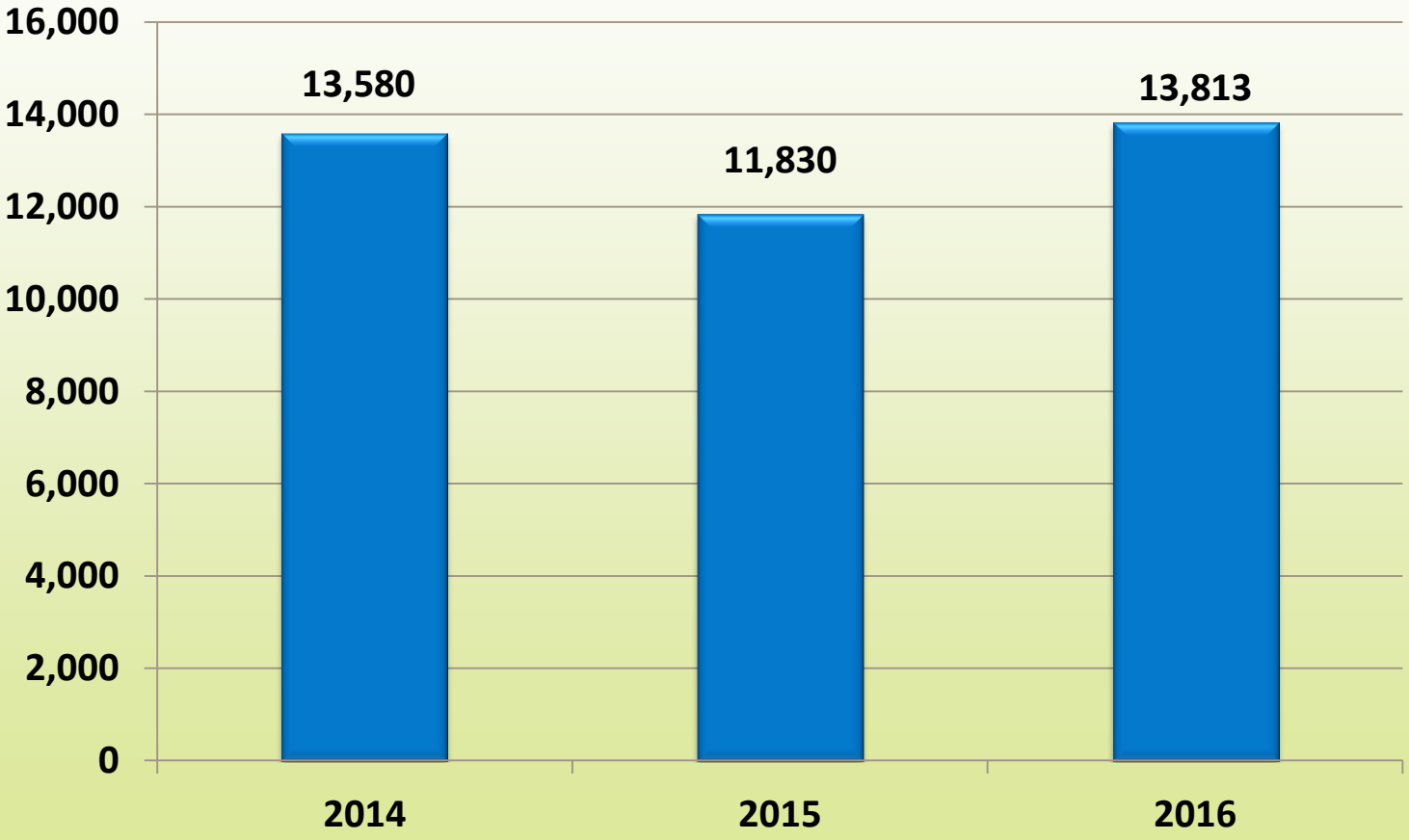


Blue bar represents license year to end of previous month.
Green bar represents entire license year.

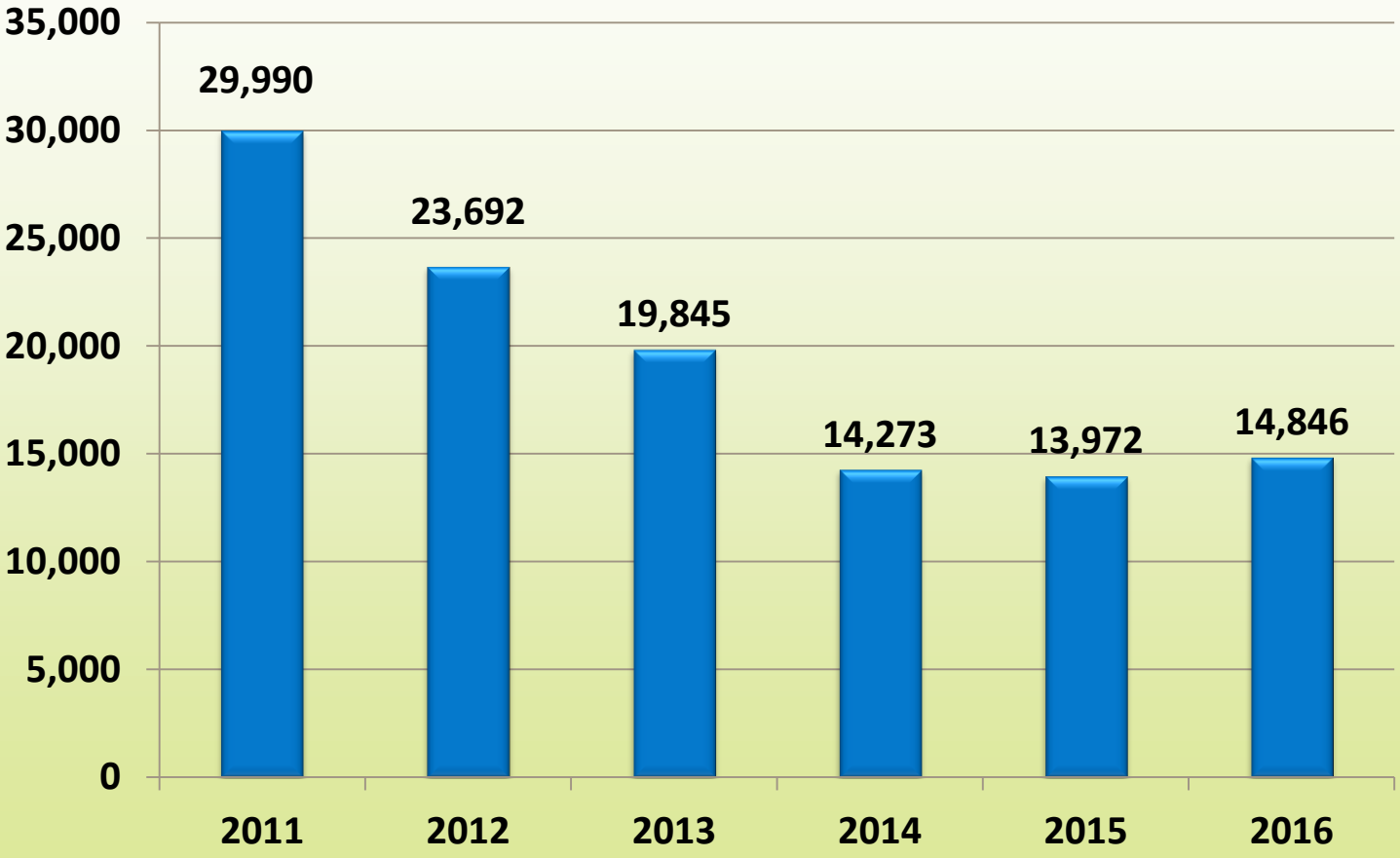
Hunting Customers by age - YTD



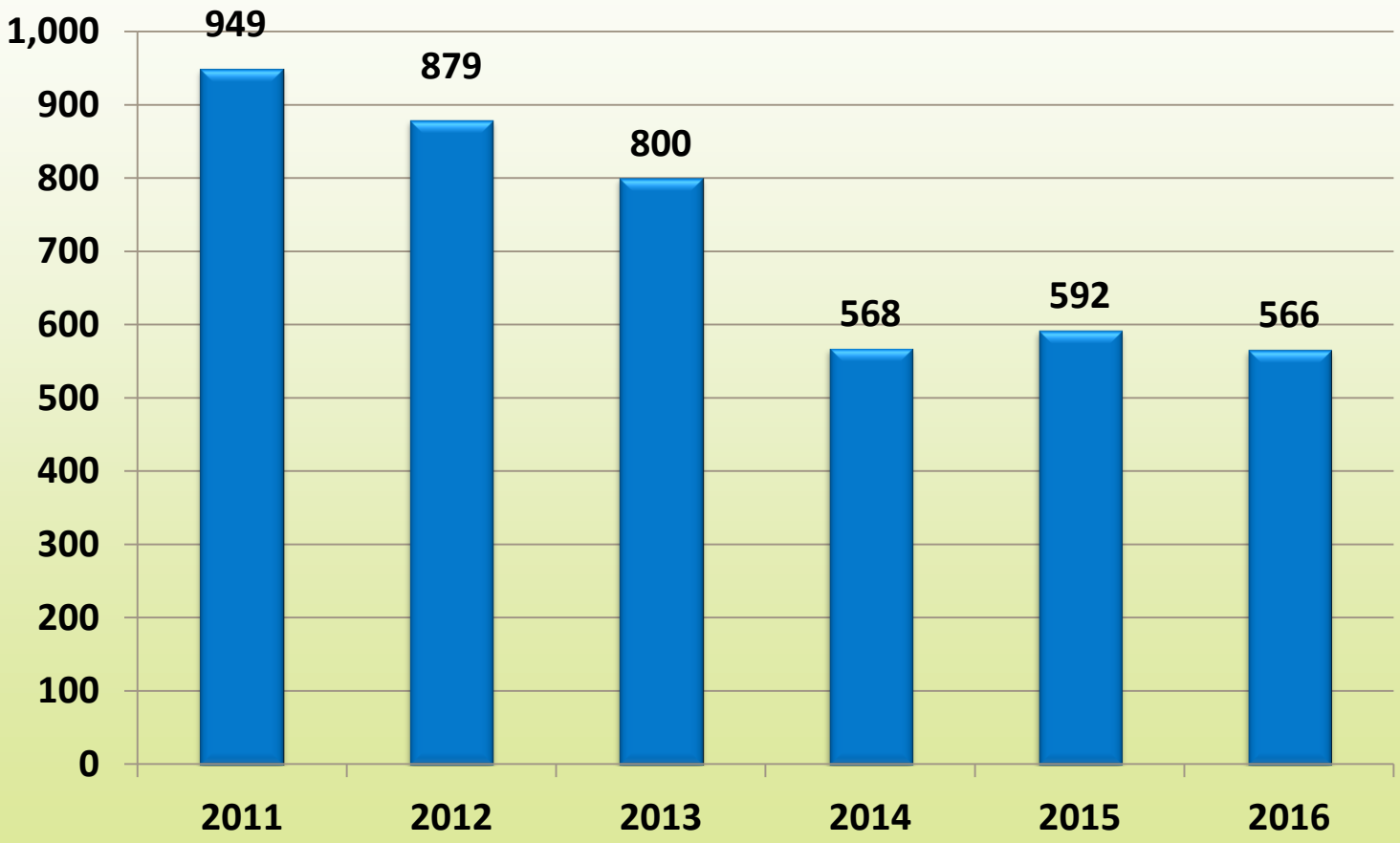
New Hunting Customers - YTD



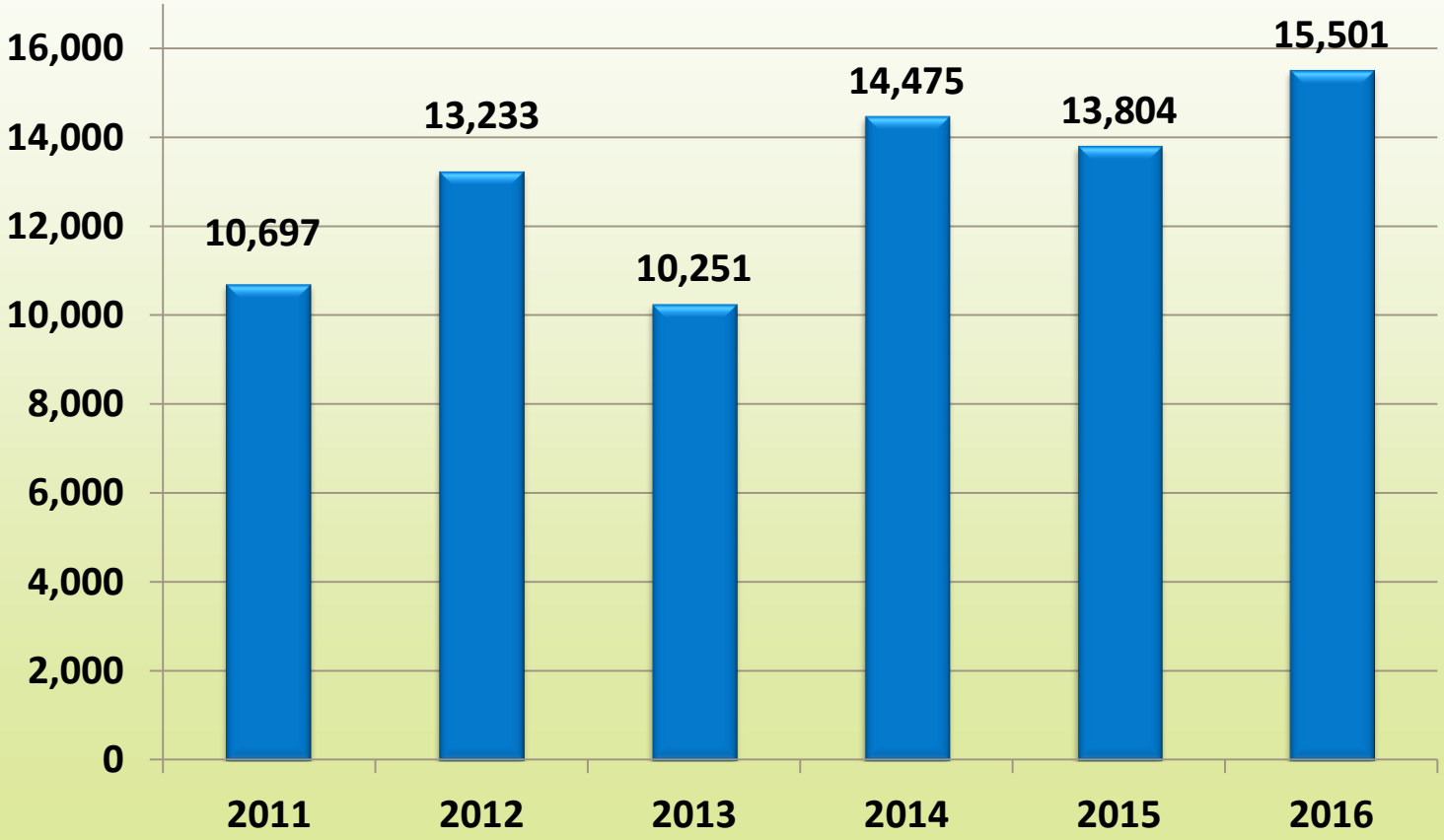
Repeat Hunting Customers - YTD



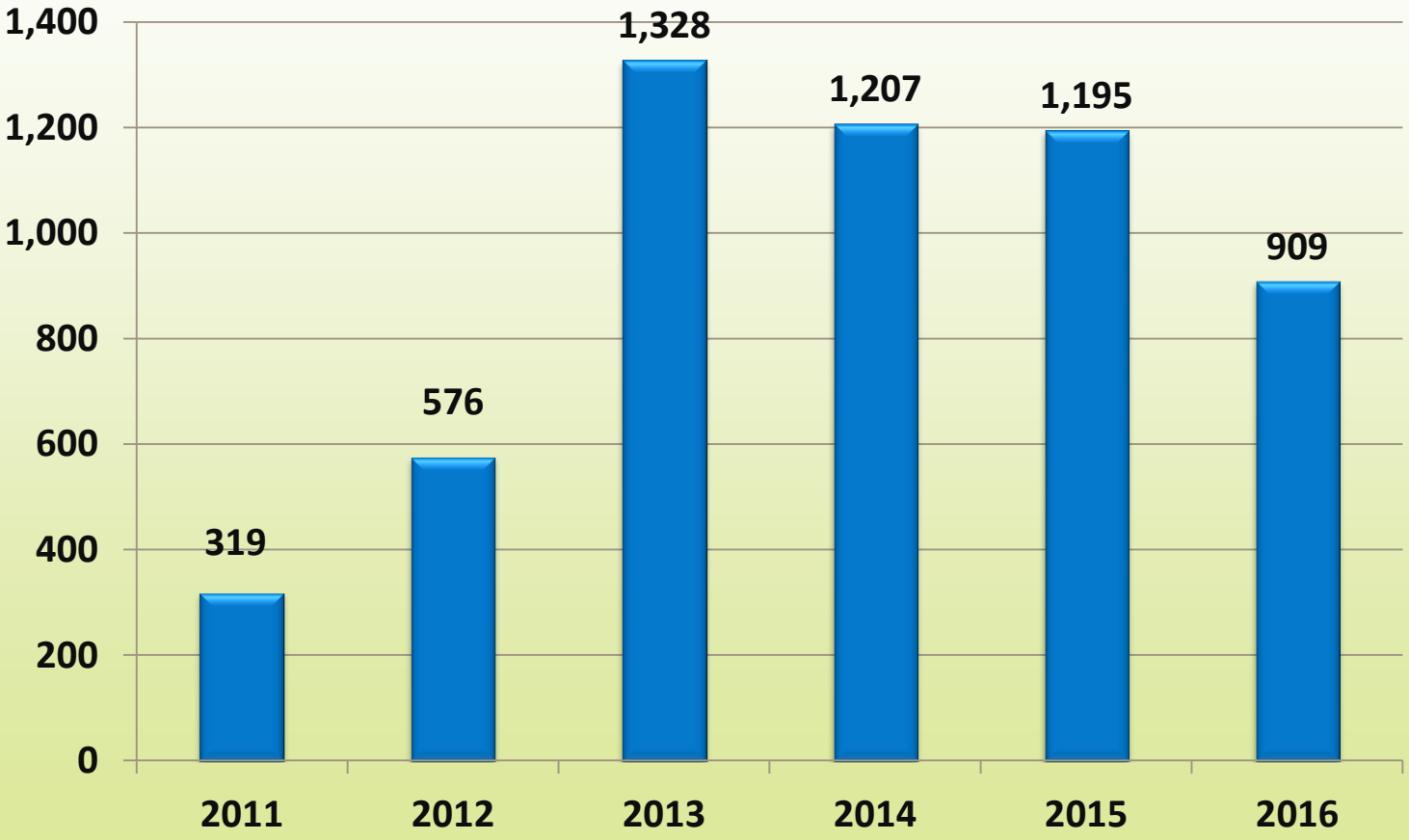
Nonresident Hunting Customers - YTD



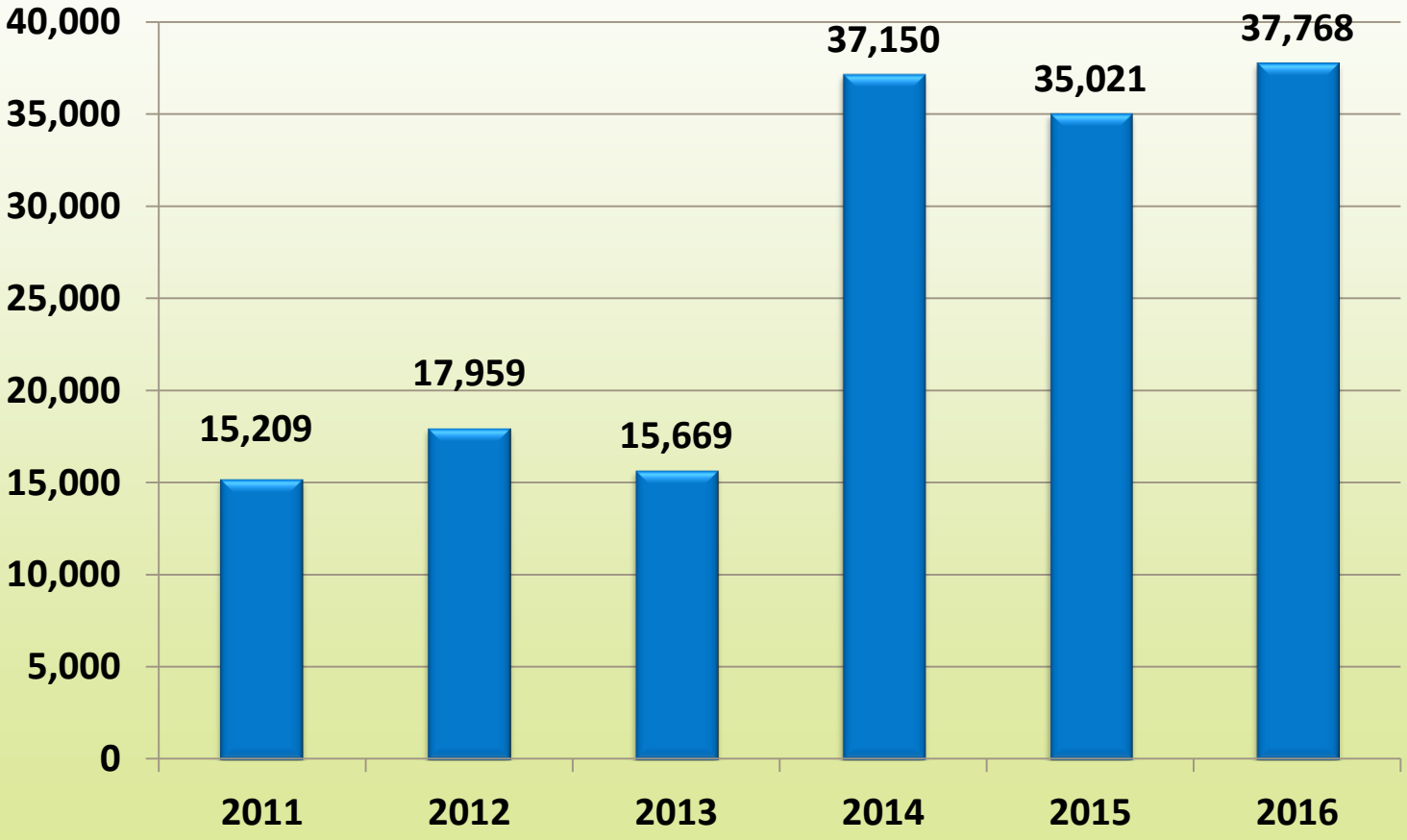
Deer License Customers - YTD



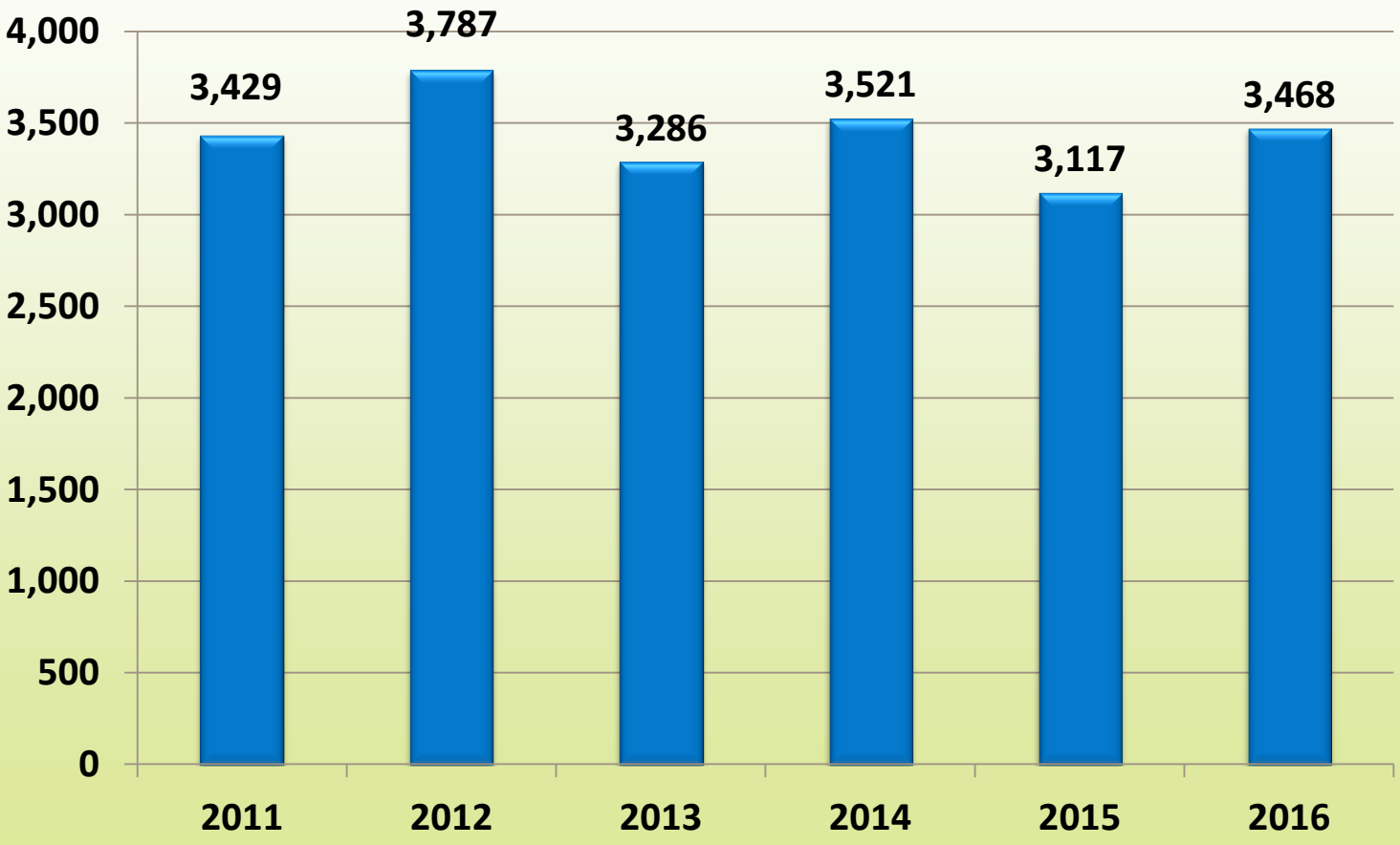
Pure Michigan Hunt Applicants - YTD



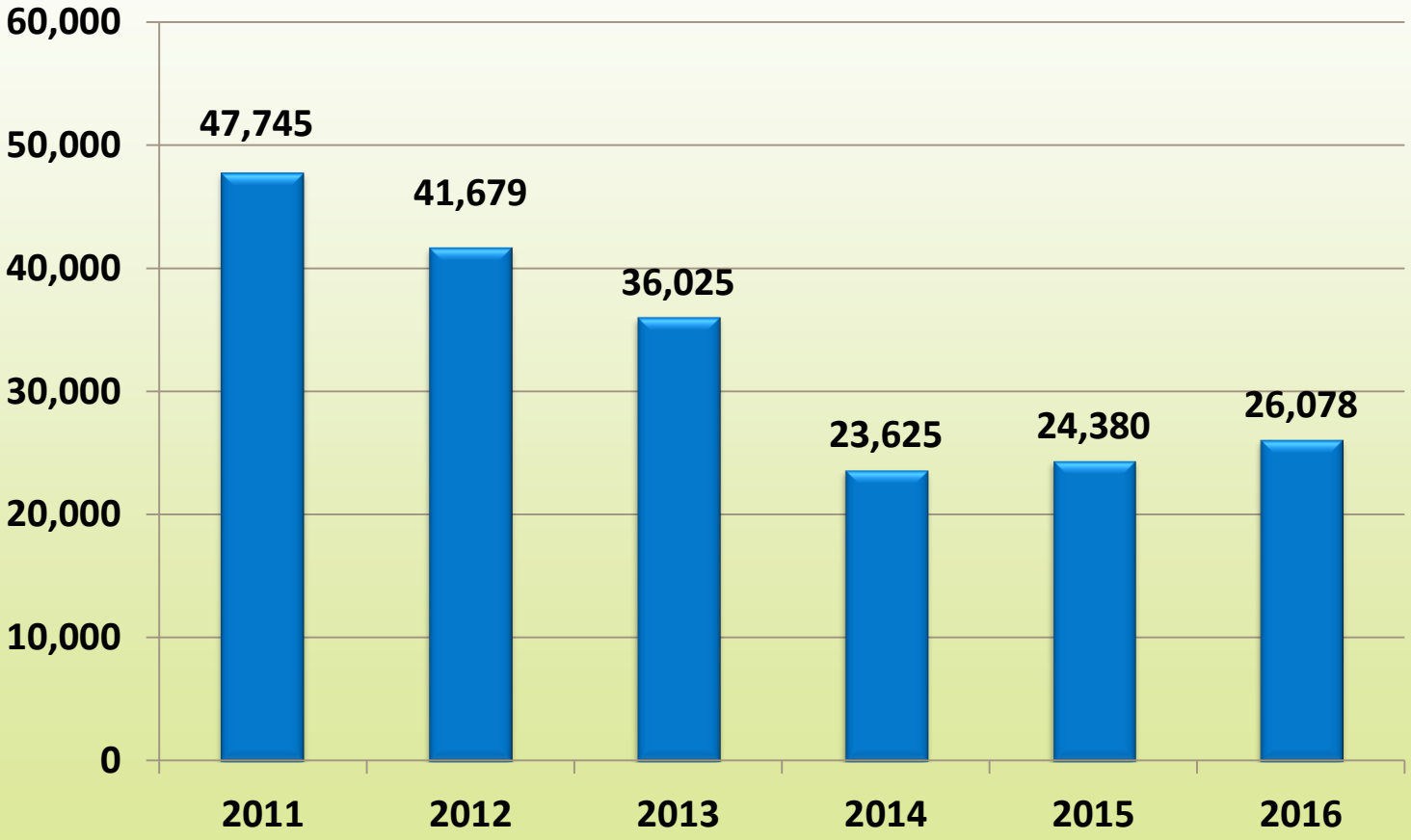
Small Game Customers - YTD



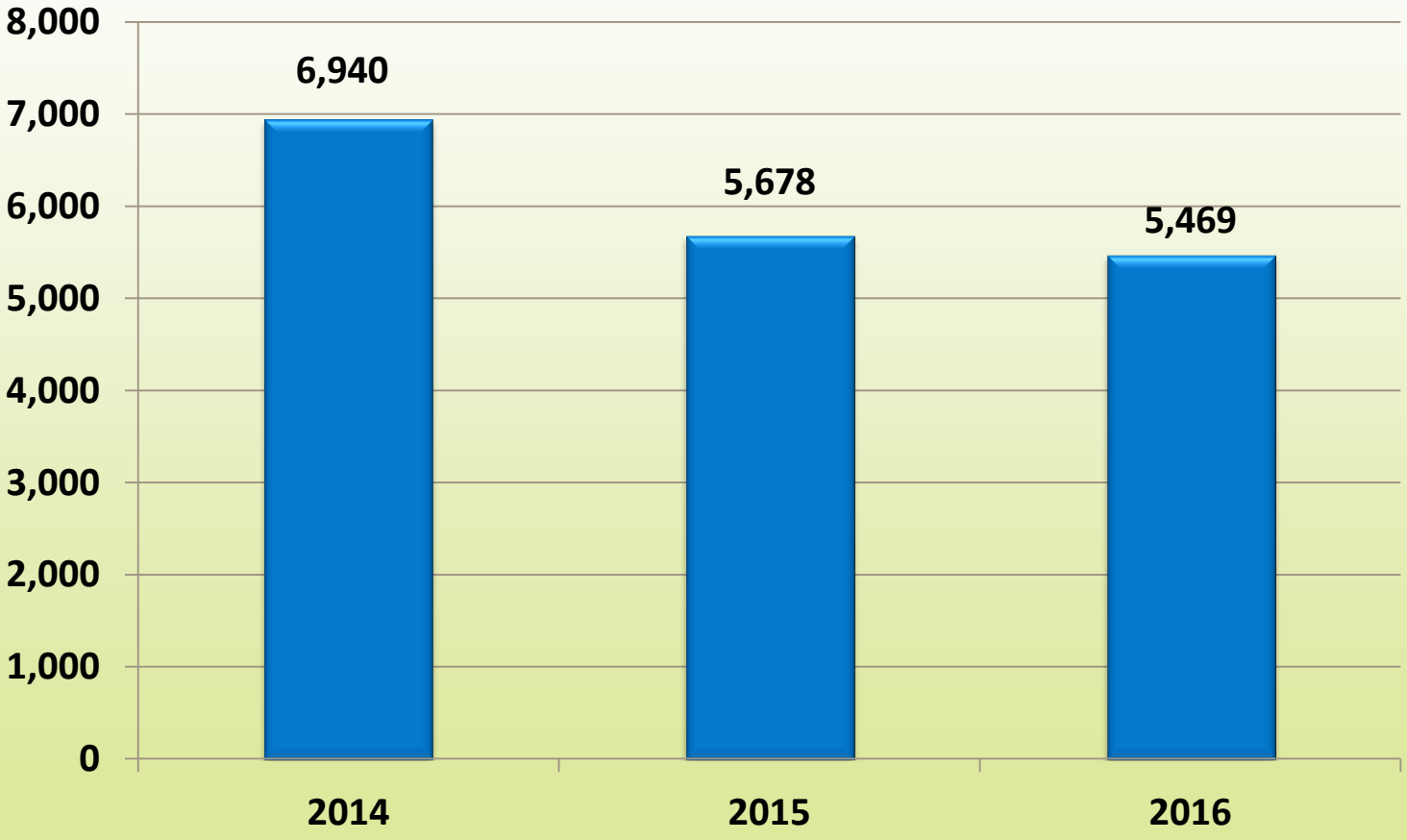
Waterfowl Customers - YTD



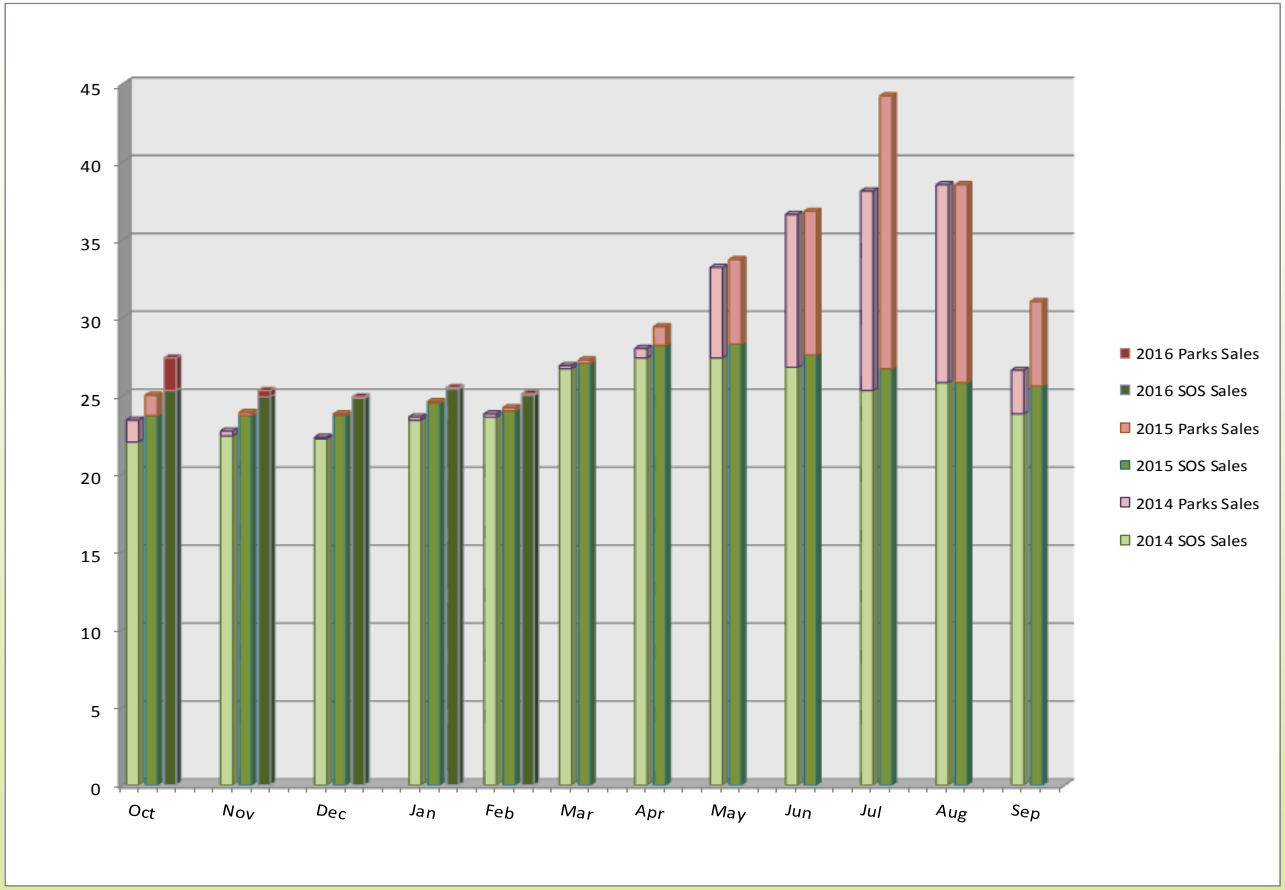
Spring Turkey Customers - YTD



Spring Turkey Customers – YTD
Hunt Area 234



Recreation Passport – February



Actual 27.3% for FY 2012

Actual 26.6% for FY 2013

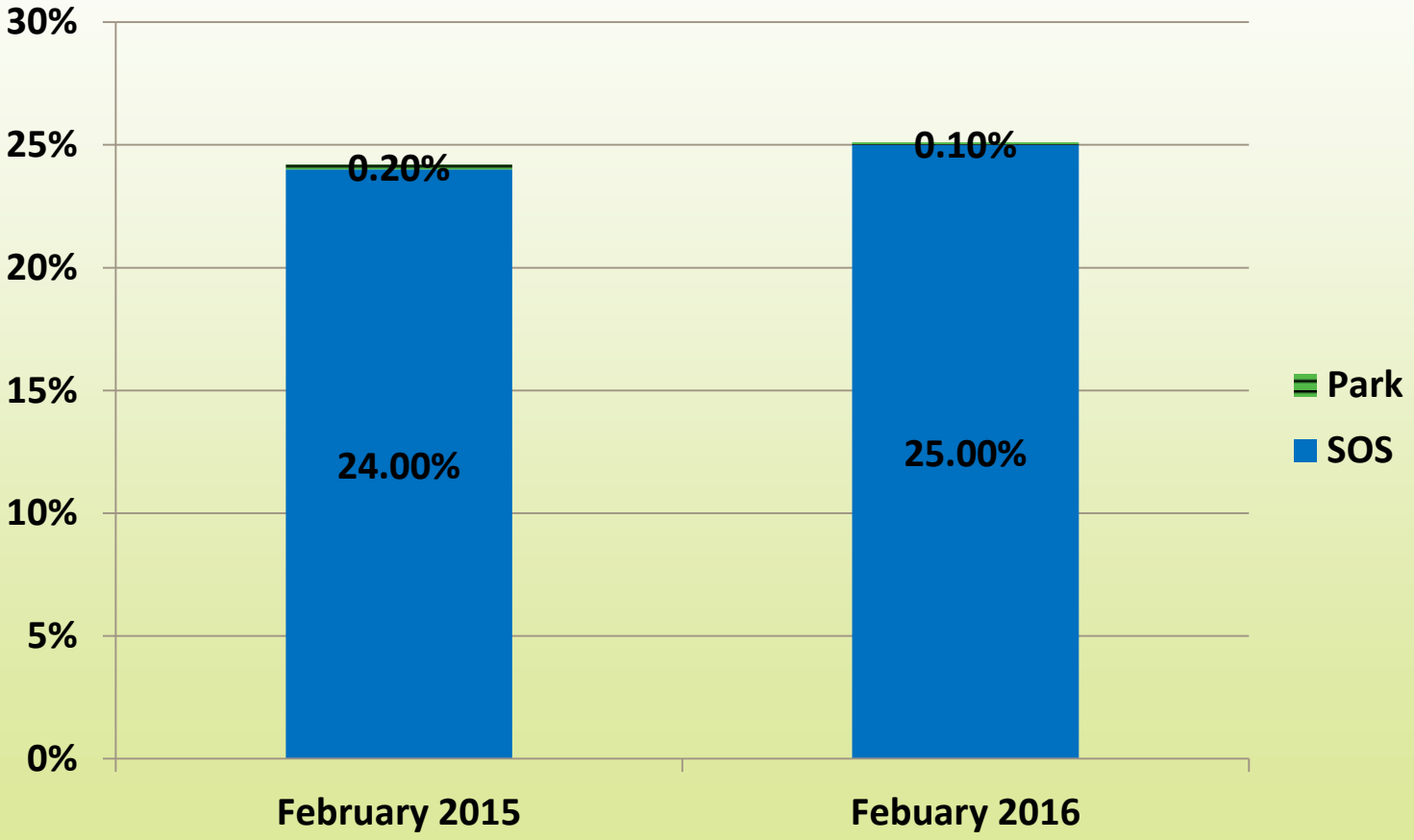
Actual 28.5% for FY2014

Actual 30.4% for FY2015

February 2015 – 24.2%

February 2016 – 25.1%

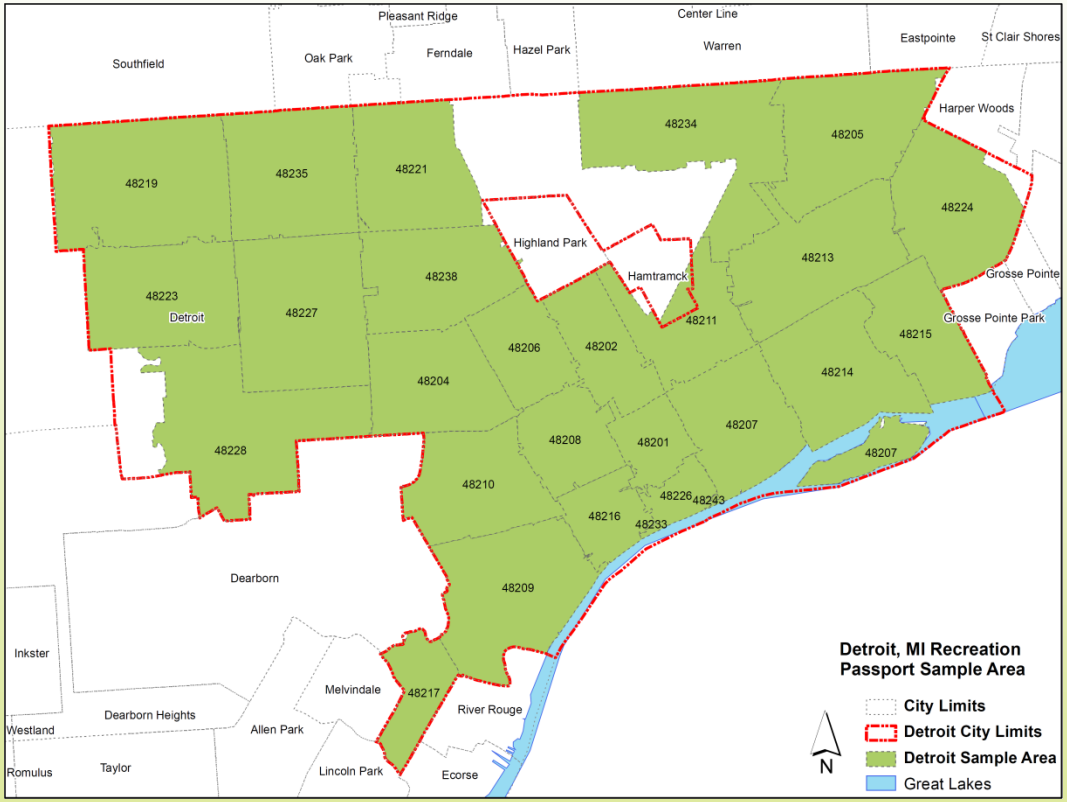
Percentages Sold at SOS and Parks



Recreation Passport Churn Rates

- **February 2016**
  - Lost 15,878 former passport purchasers from 2015 to 2016
  - Gained 17,154 new passport purchasers from 2015 to 2016
    - Net **gain** of 1,276 for February, 2016
    - Net **gain** of 2,212 for January, 2016

Recreation Passport – Detroit
Sold at Secretary of State Office



Recreation Passport comparison
February 2015 and 2016

Statewide: + 0.99% from 23.94% to 24.94%

Detroit: + 0.70% from 27.26% to 27.95%

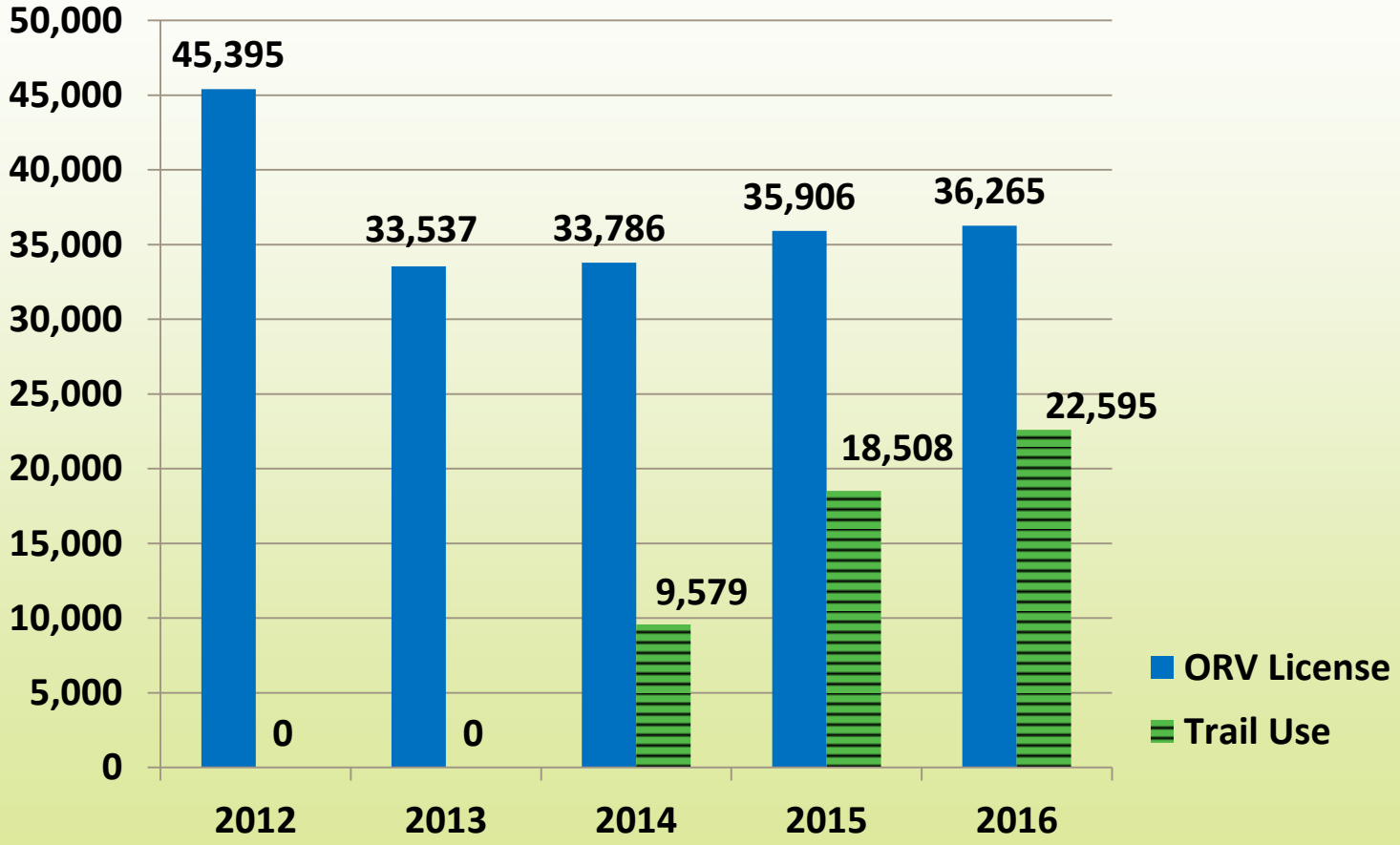
Total Lodging Reservation Nights – March

	FY 2013	FY 2014	FY 2015	FY 2016	% Change FY15 to FY16
Nights	448,093	436,574	506,723	566,869	+11.87%

Total Harbor Reservation Nights – March

	2015	2016	% Change 2015 to 2016
Nights	17,850	17,445	-2.8%

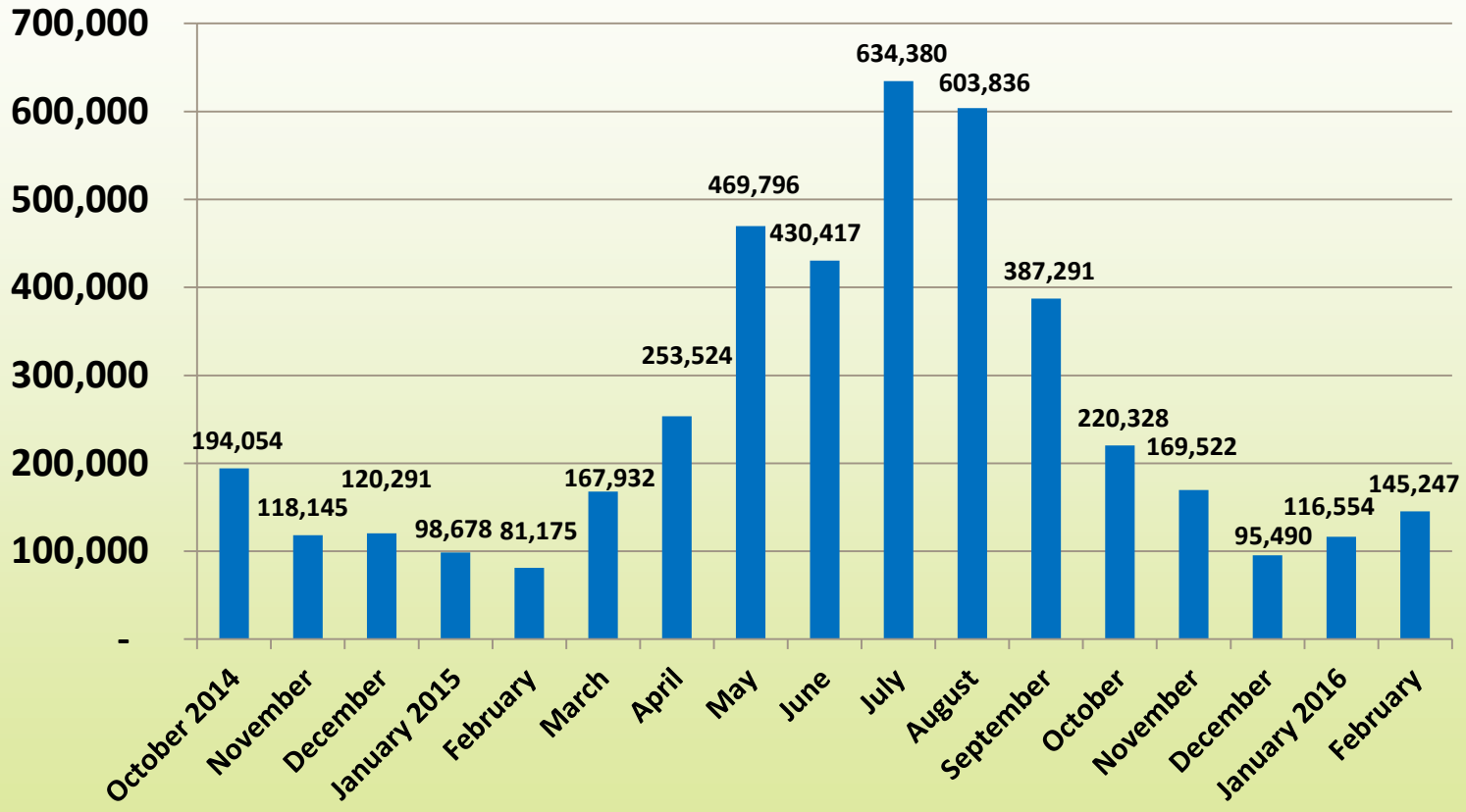
ORV License Sales Through March



% Change From 2015 to 2016

ORV License: +1.0% Trail Use: +22.1%

Belle Isle Average Monthly Attendance



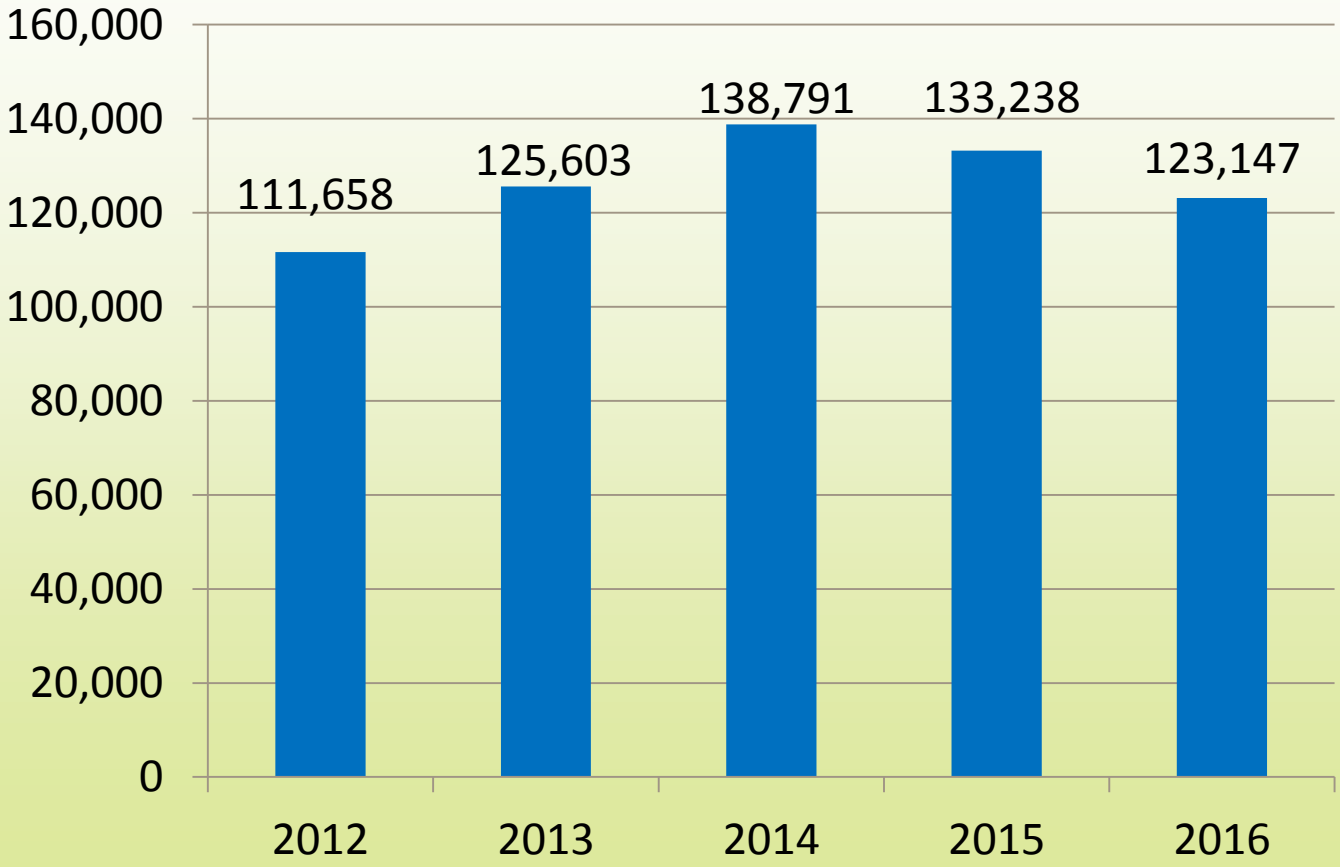
FY15 October – February 612,343

FY16 October – February 747,141

FY15 Oct – Sep Total 3,559,519

CY15 Jan – Dec Total 3,612,369

Snowmobile Permit Sales September Through March



% Change From 2015 to 2016: -7.57%