



Licenses and Permits Sales Report

Presented to the
Natural Resources Commission
August 11, 2016

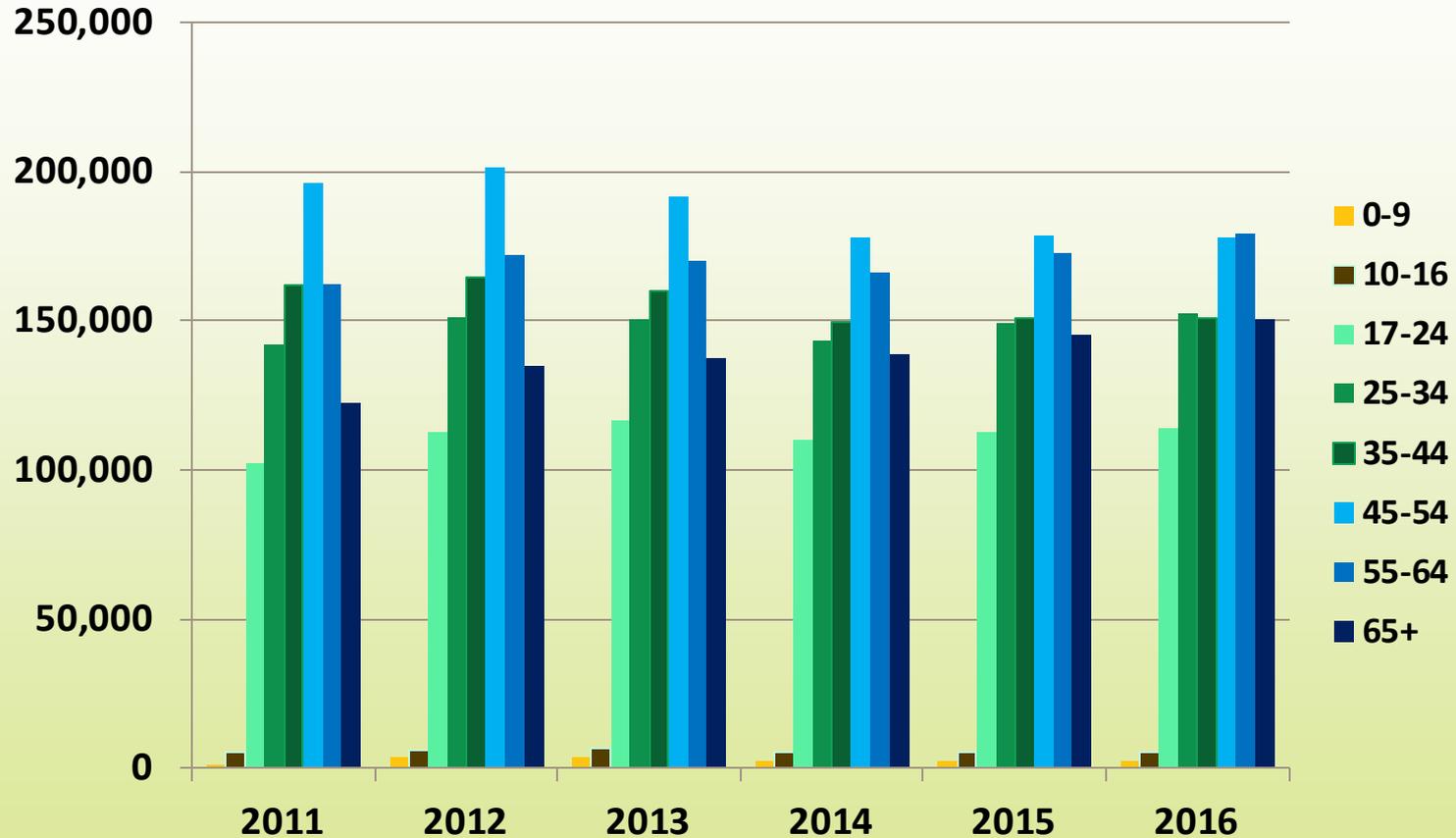


Fishing Customers - YTD



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

Fishing Customers by age - YTD



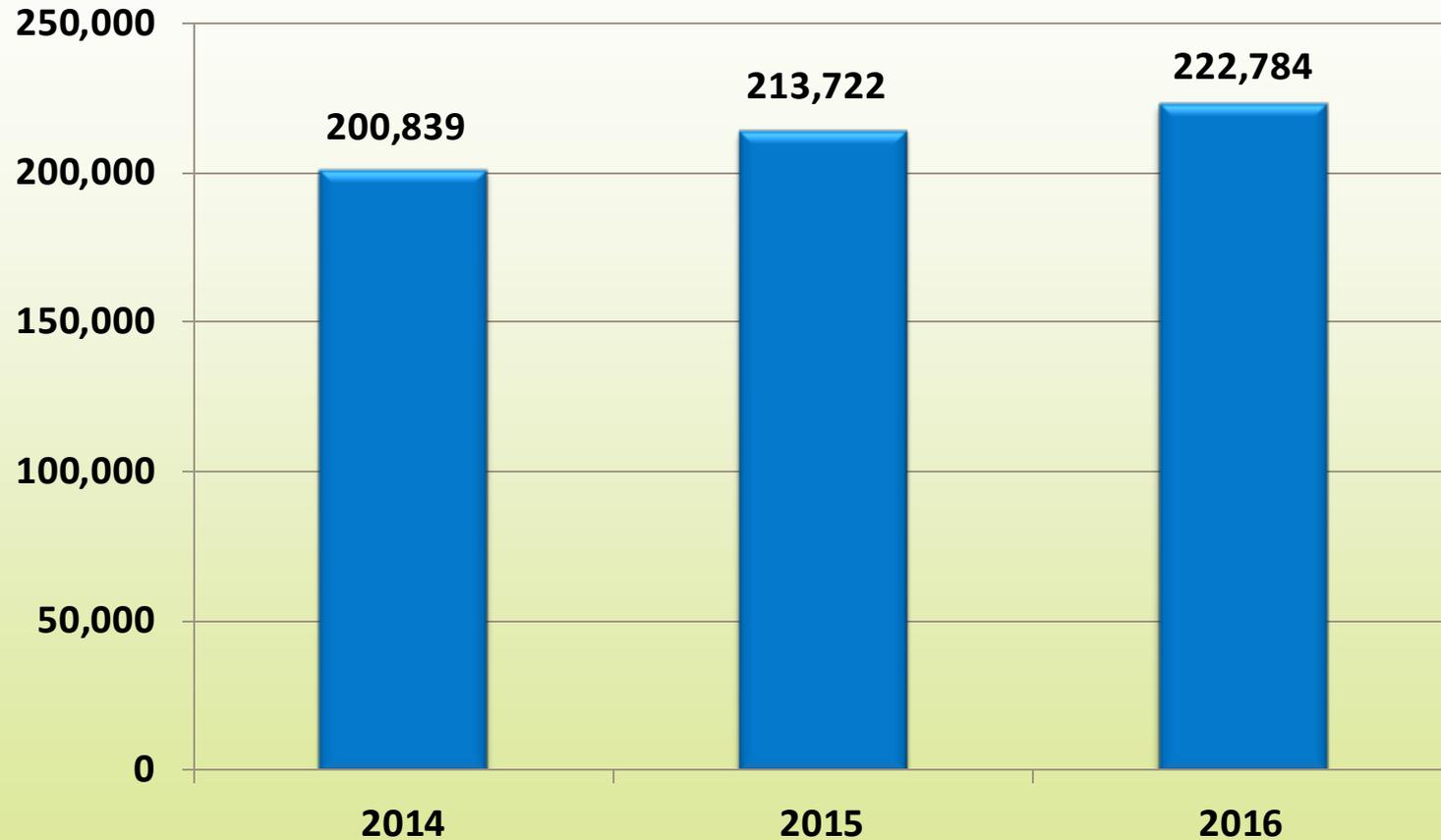


Female Fishing Customers – YTD



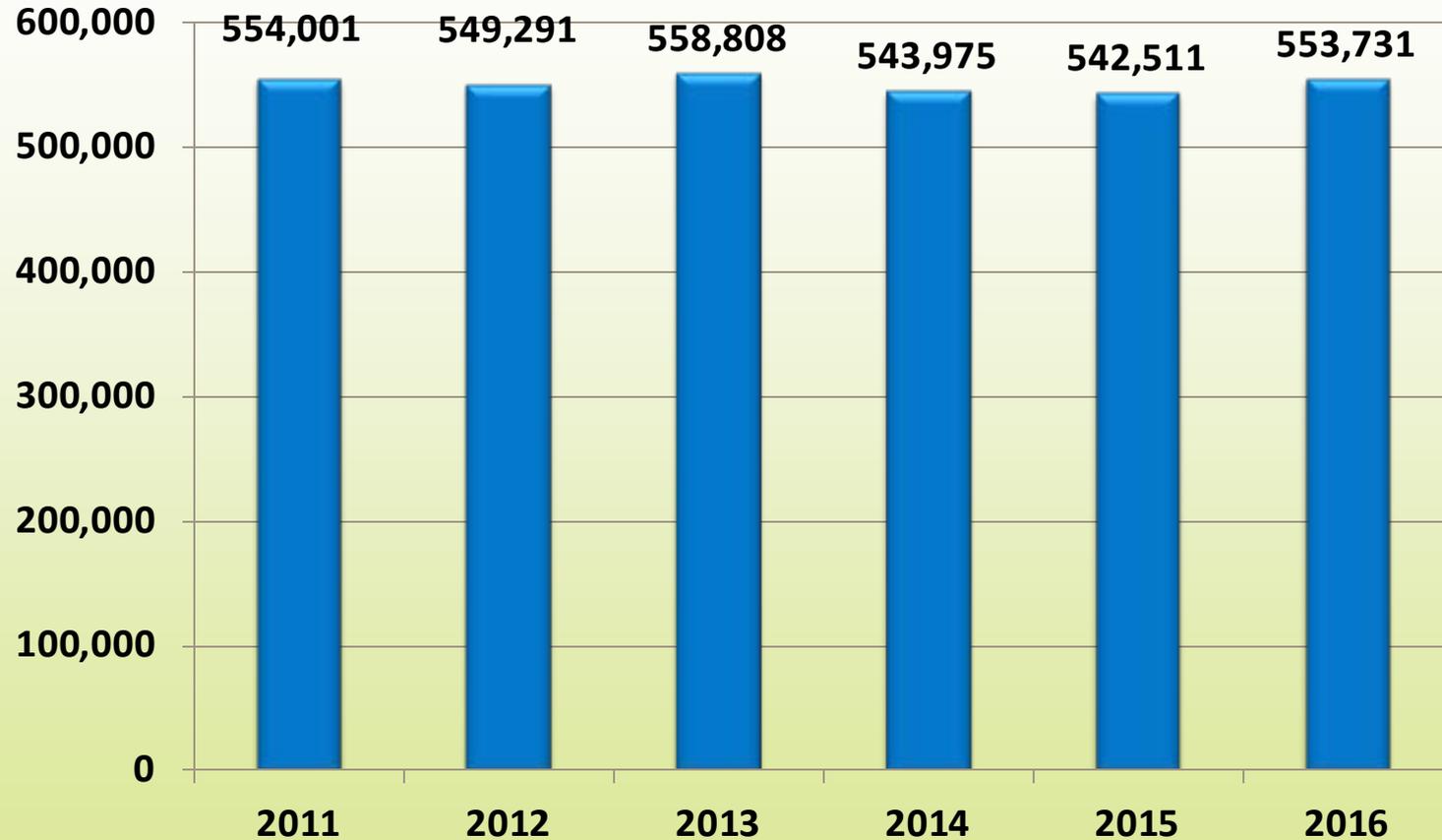


New Fishing Customers - YTD



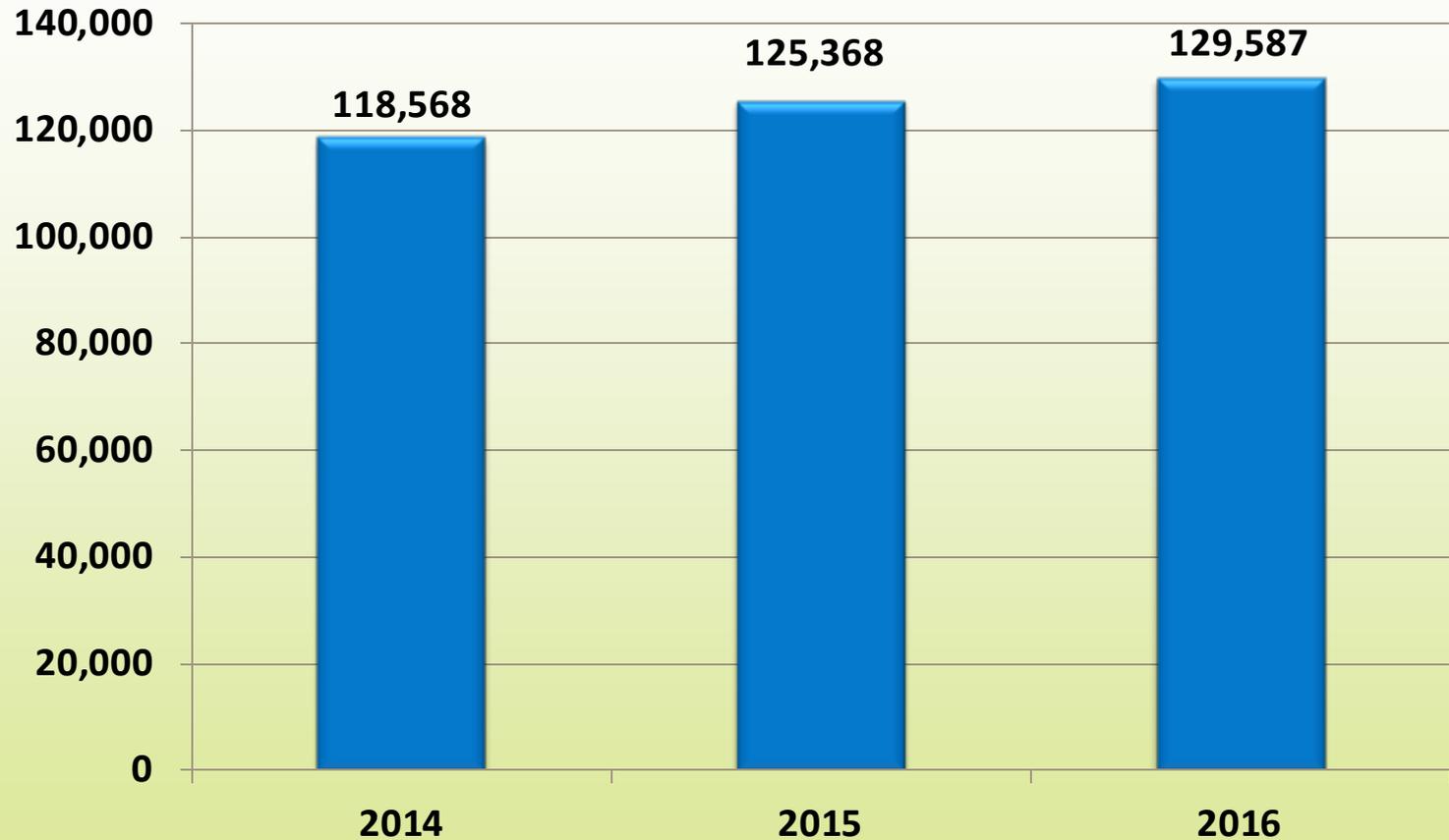


Repeat Fishing Customers – YTD



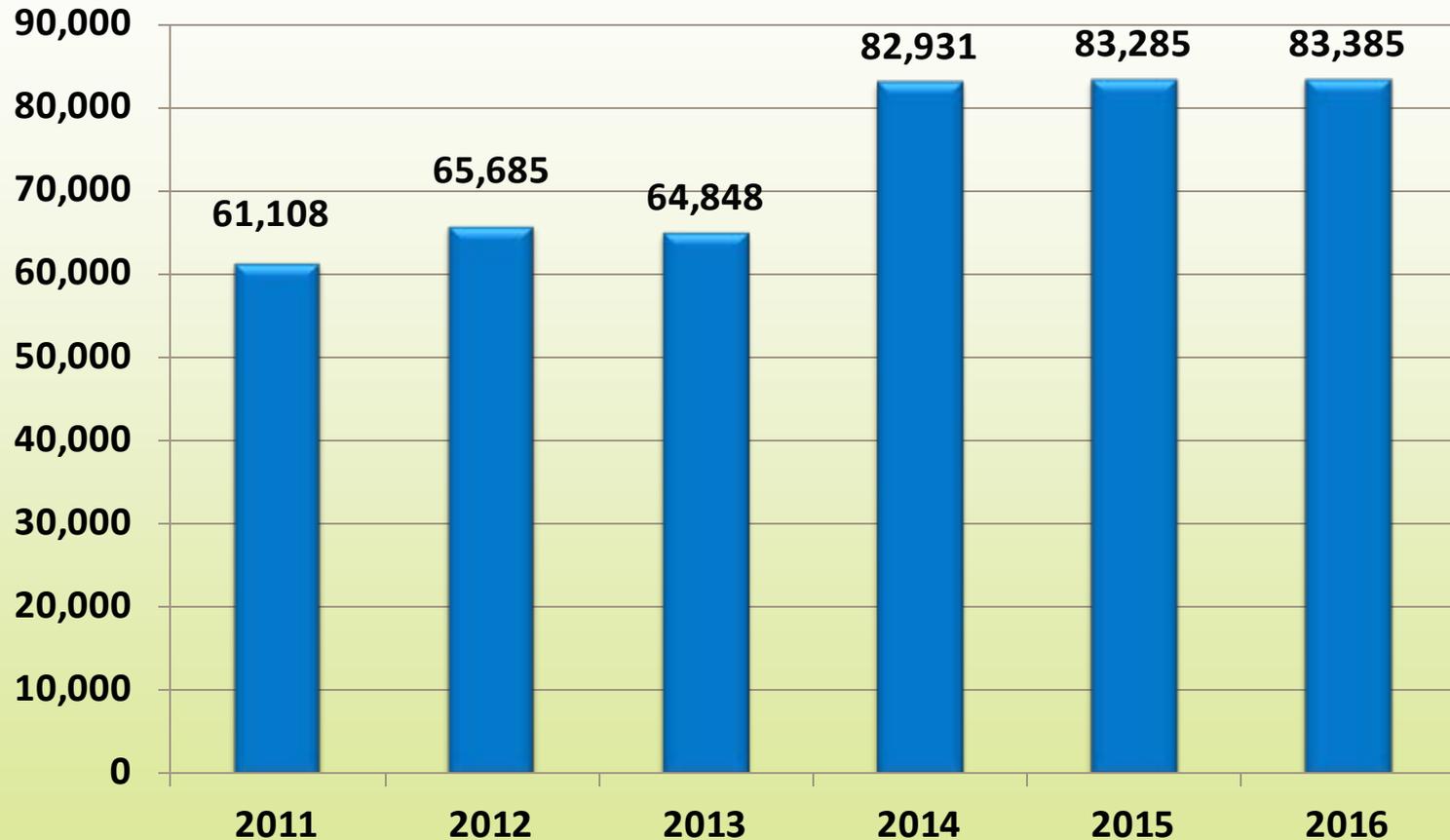


Est. Nonresident Fishing Customers - YTD



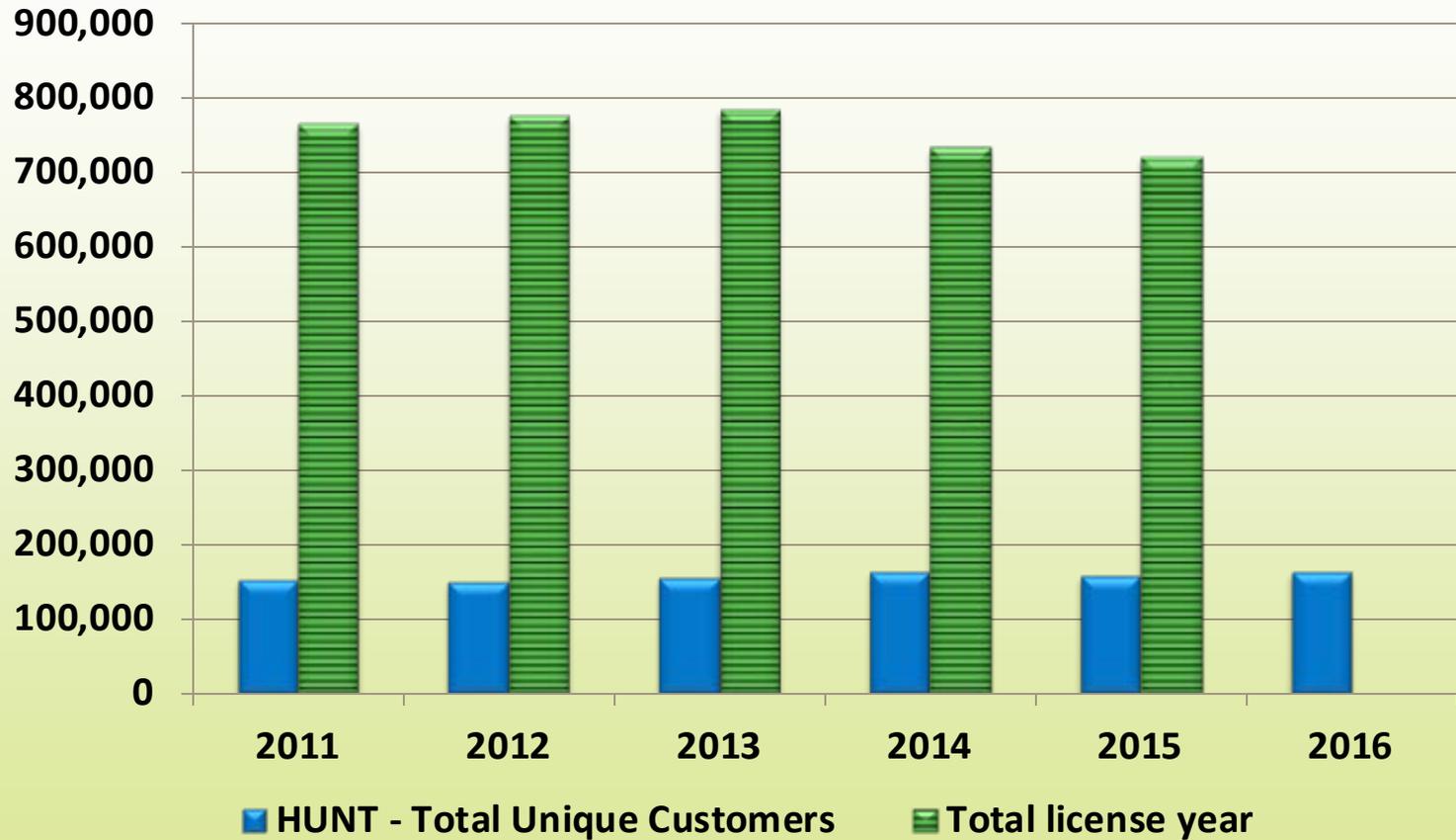


Fishing Customers buying short term licenses (1 or 3 day) - YTD





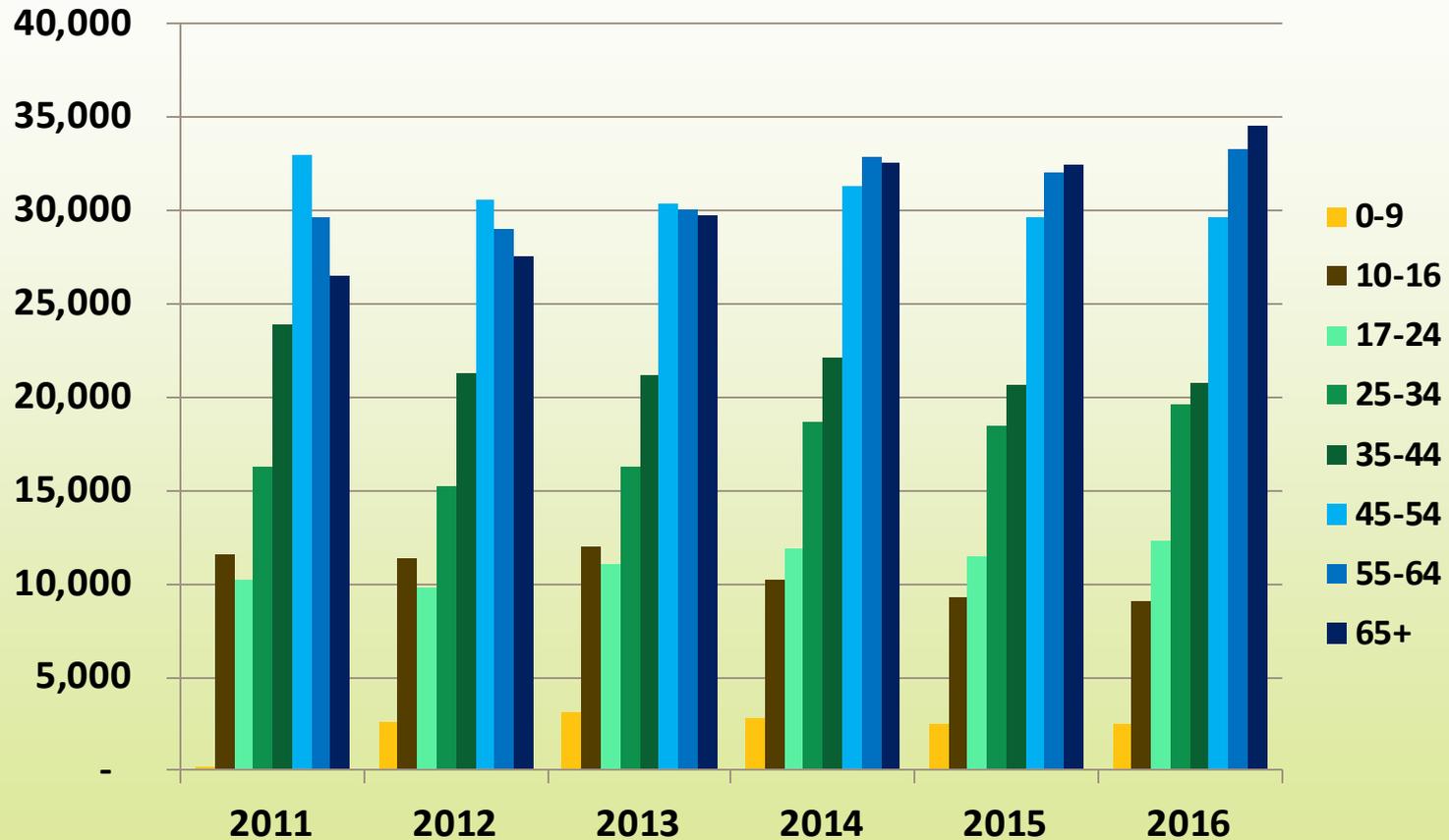
Hunting Customers - YTD



Blue bar represents license year to end of previous month.

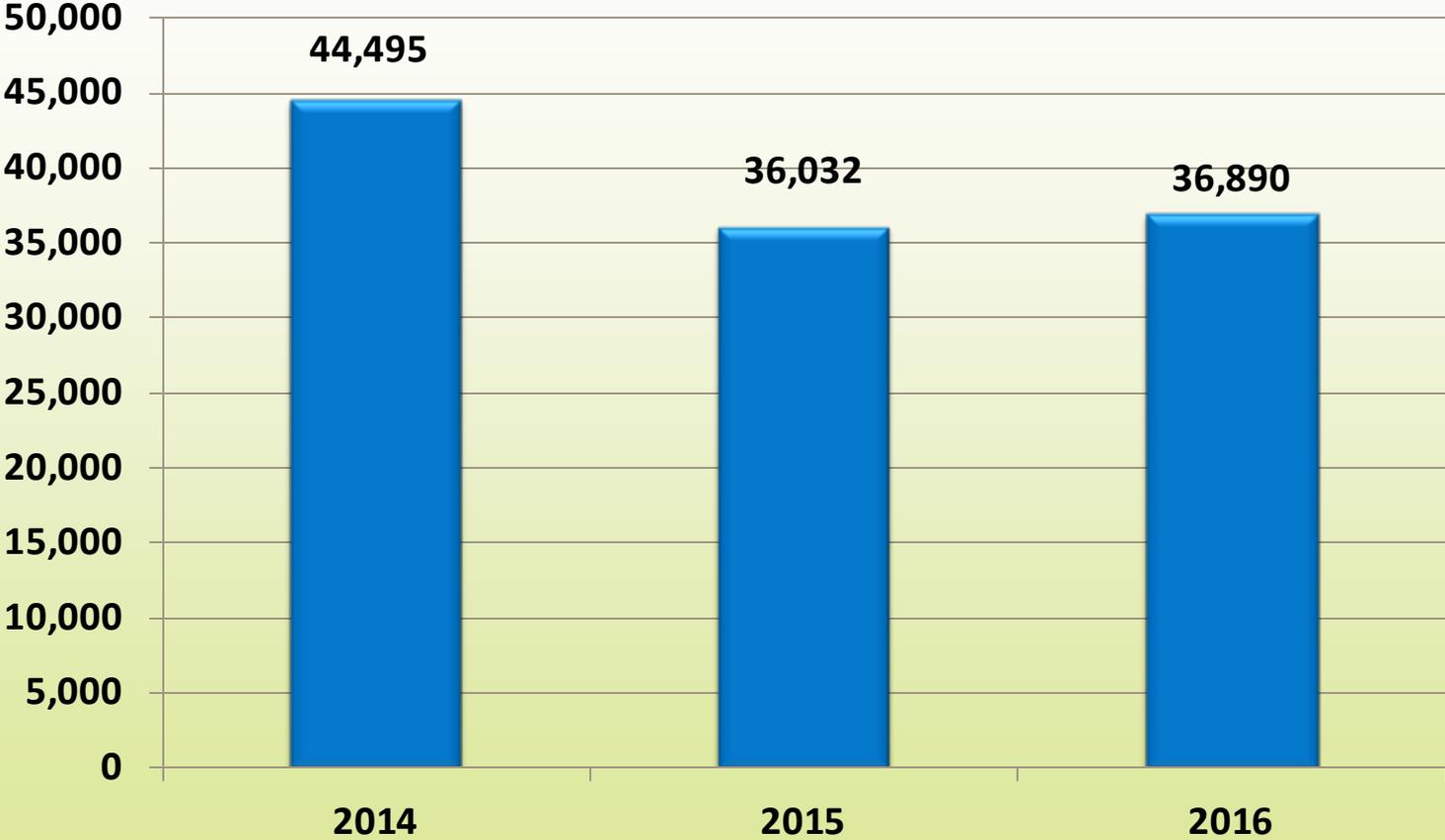
Green bar represents entire license year.

Hunting Customers by age - YTD



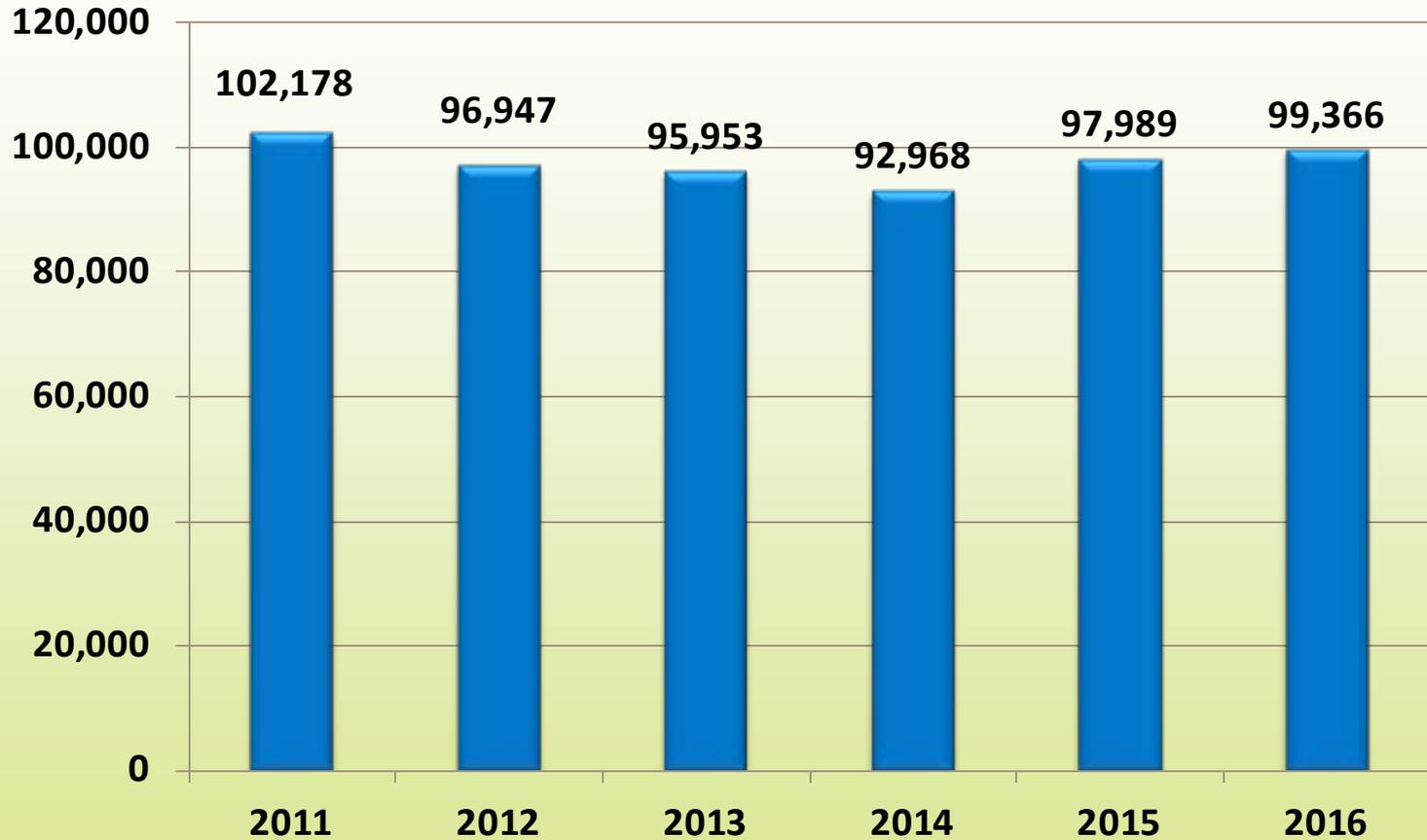


New Hunting Customers - YTD



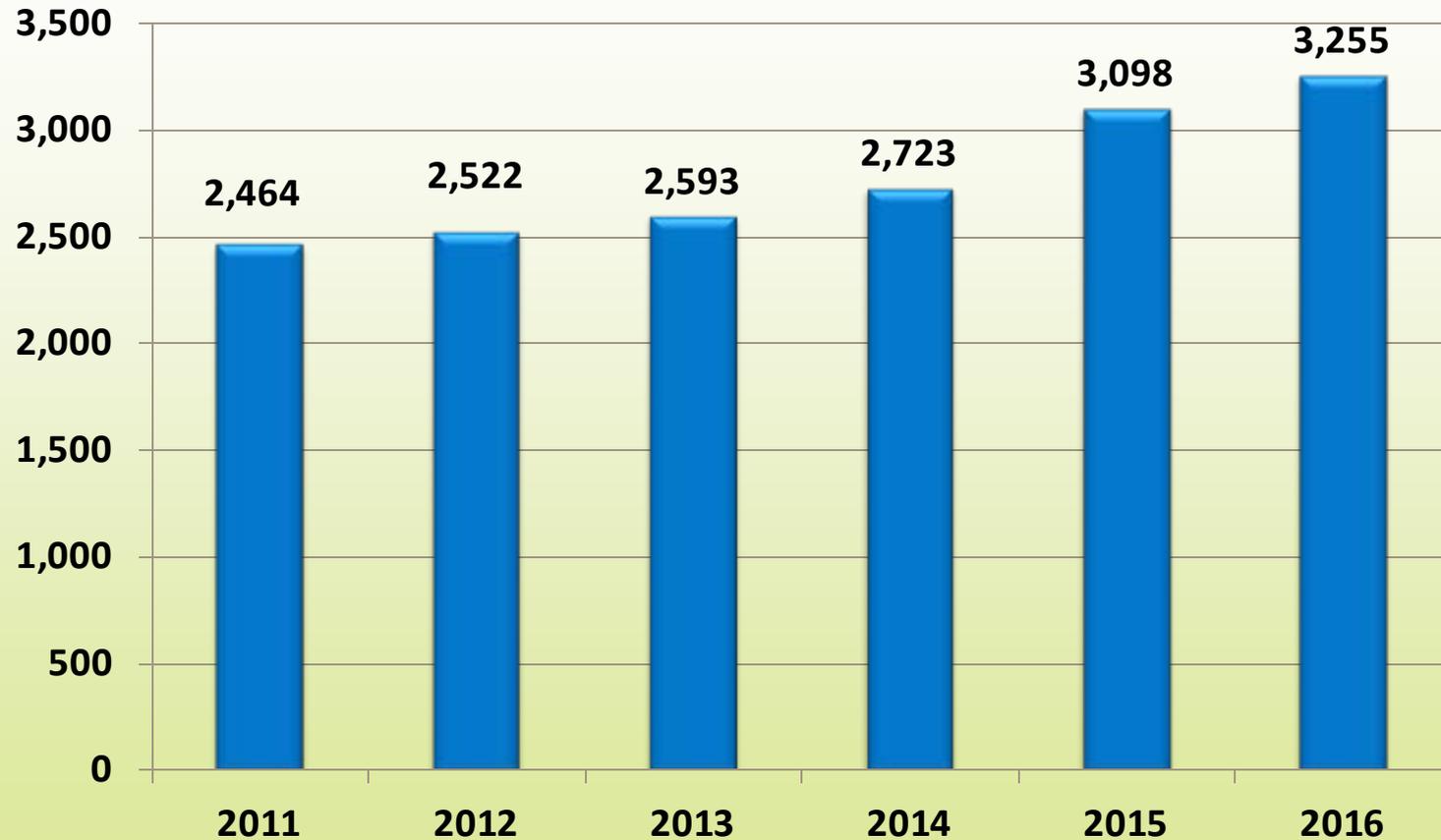


Repeat Hunting Customers - YTD



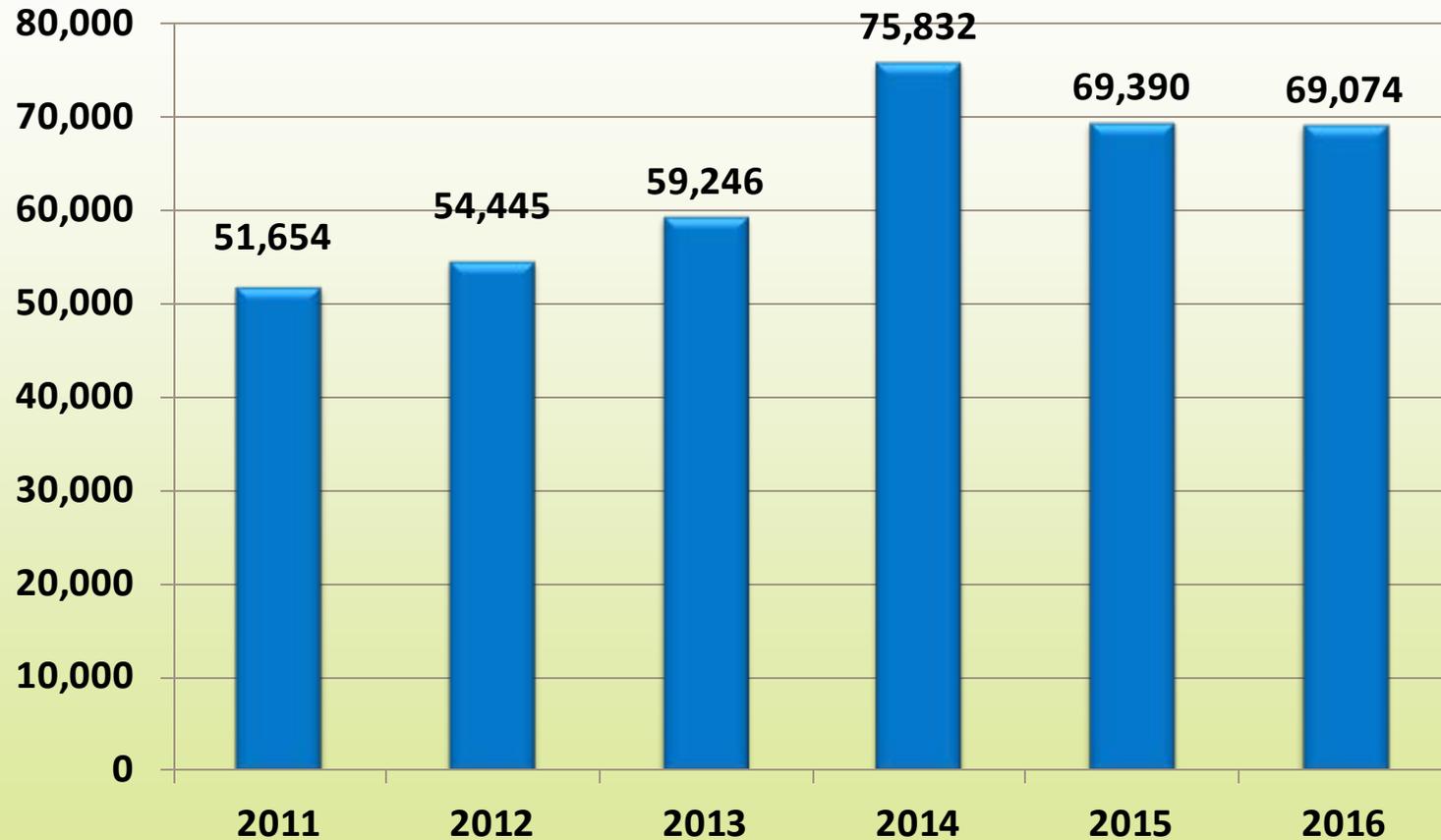


Nonresident Hunting Customers - YTD



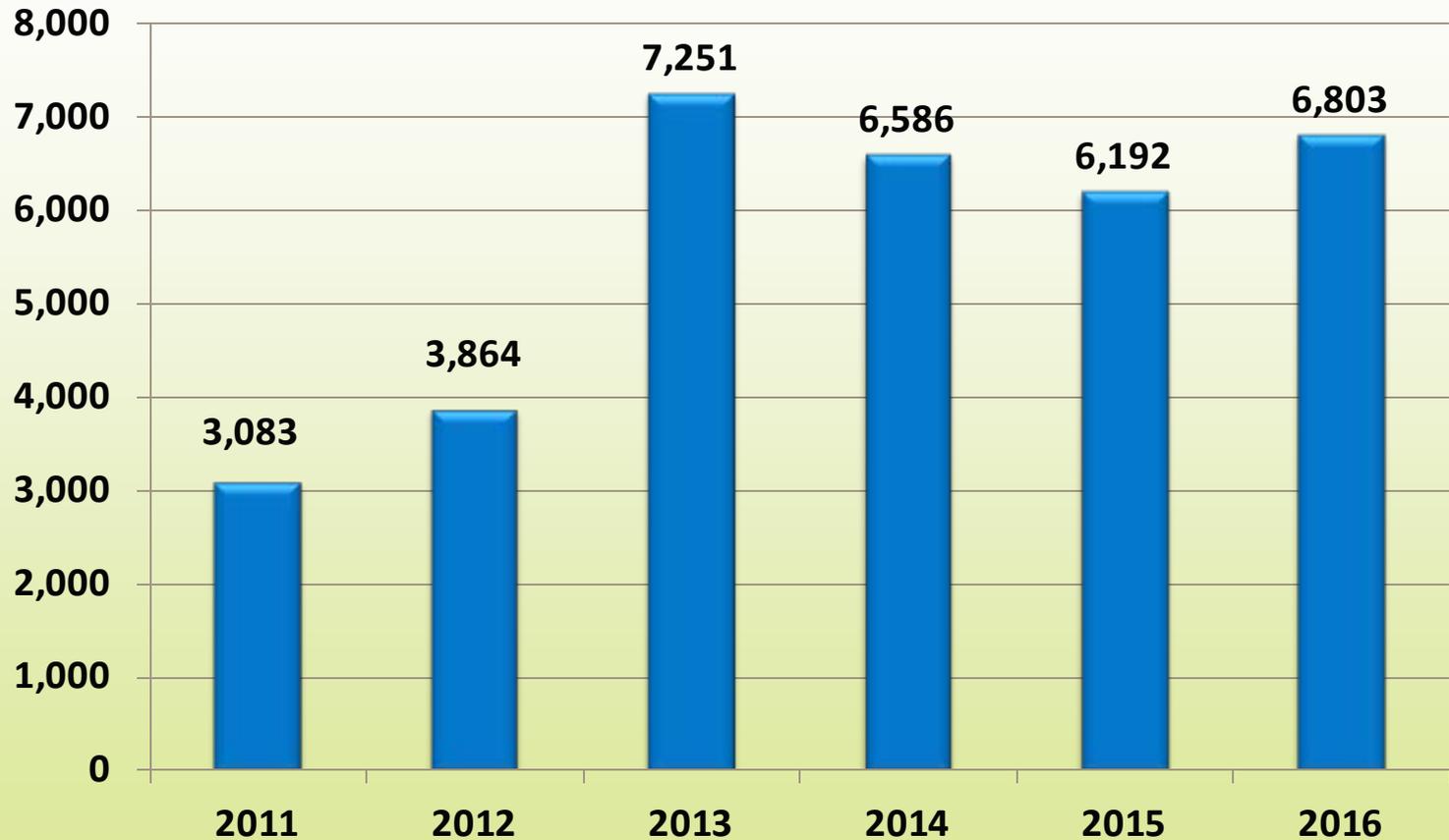


Deer License Customers - YTD



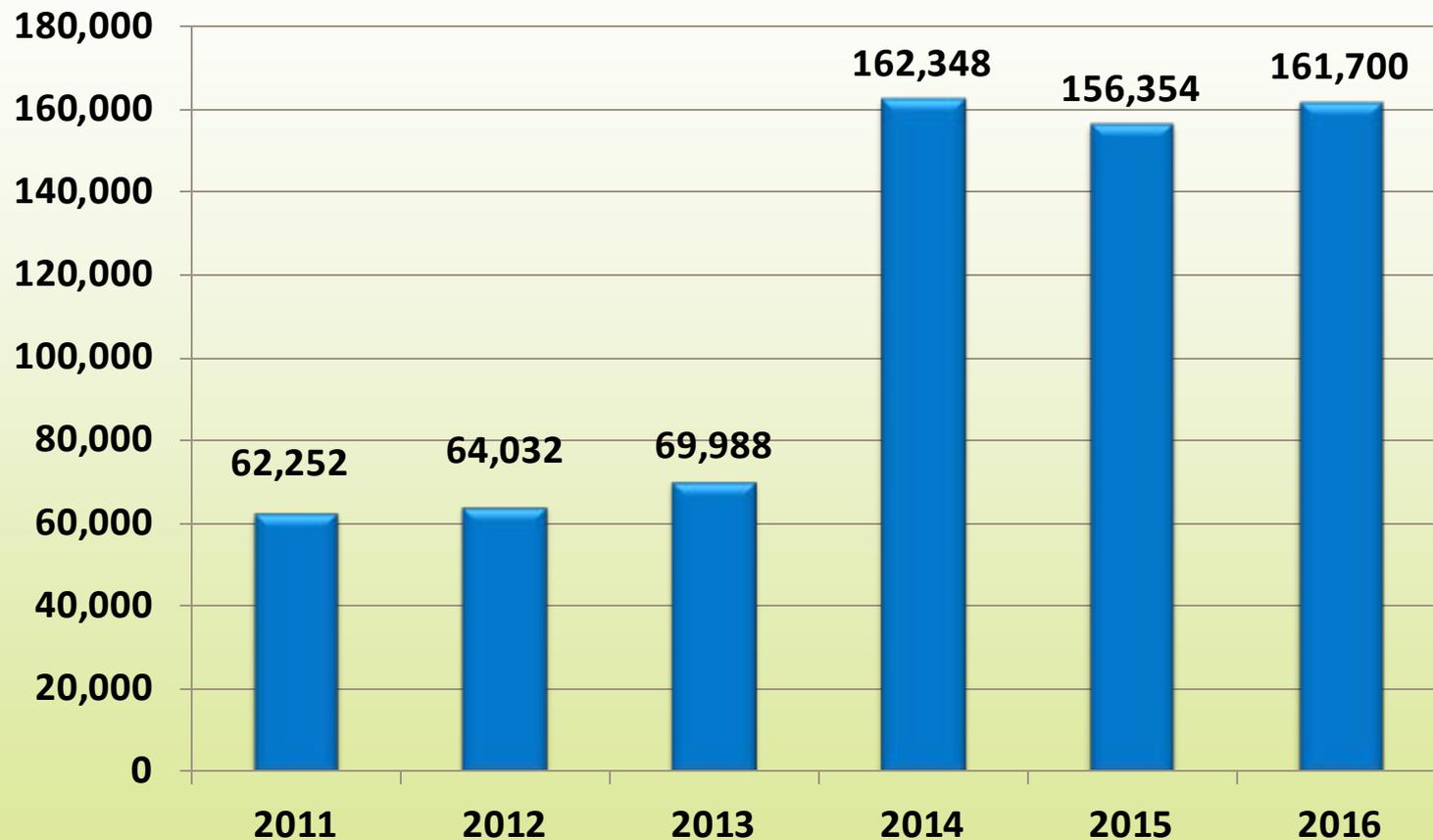


Pure Michigan Hunt Applicants - YTD



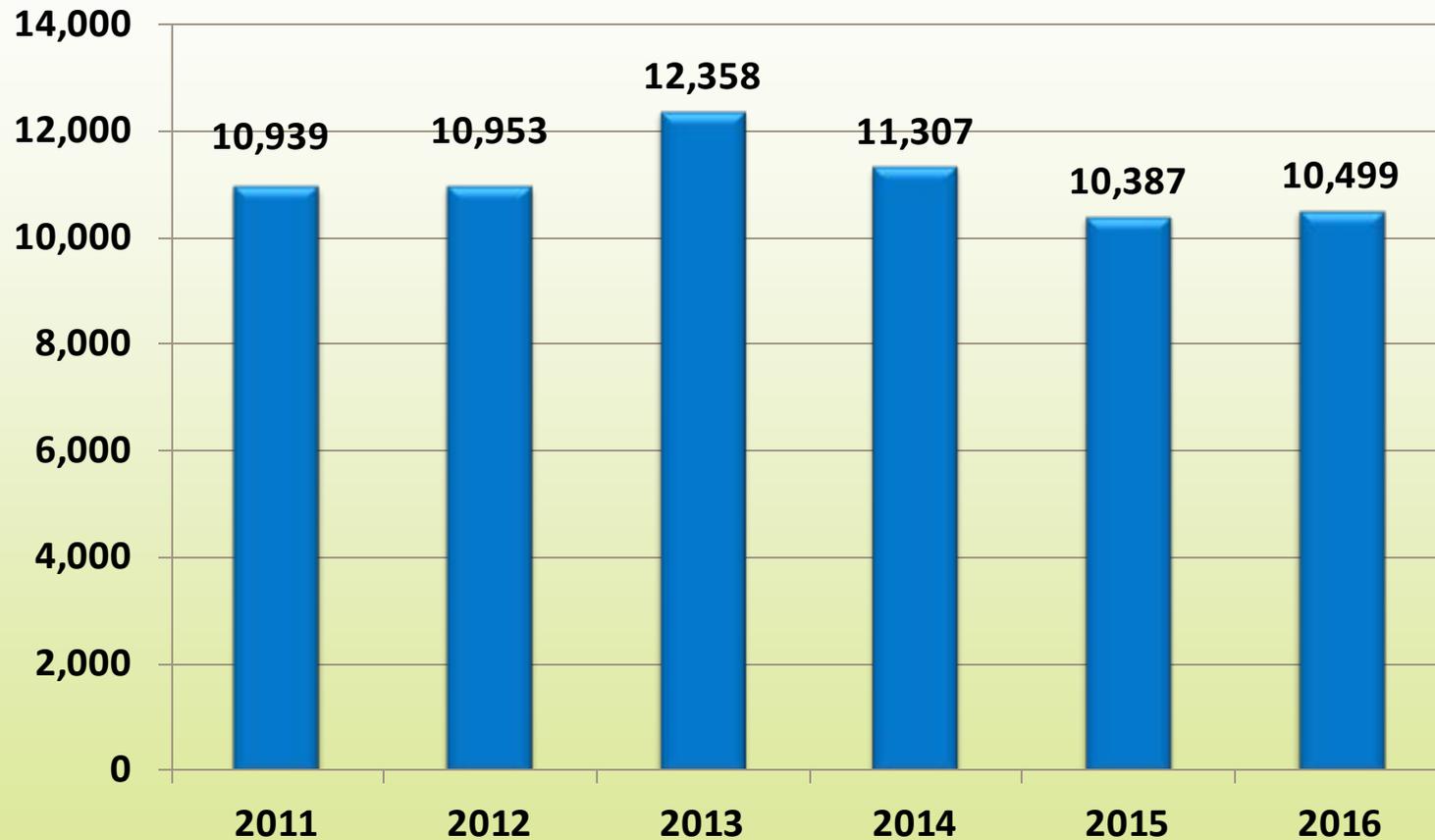


Small Game Customers - YTD



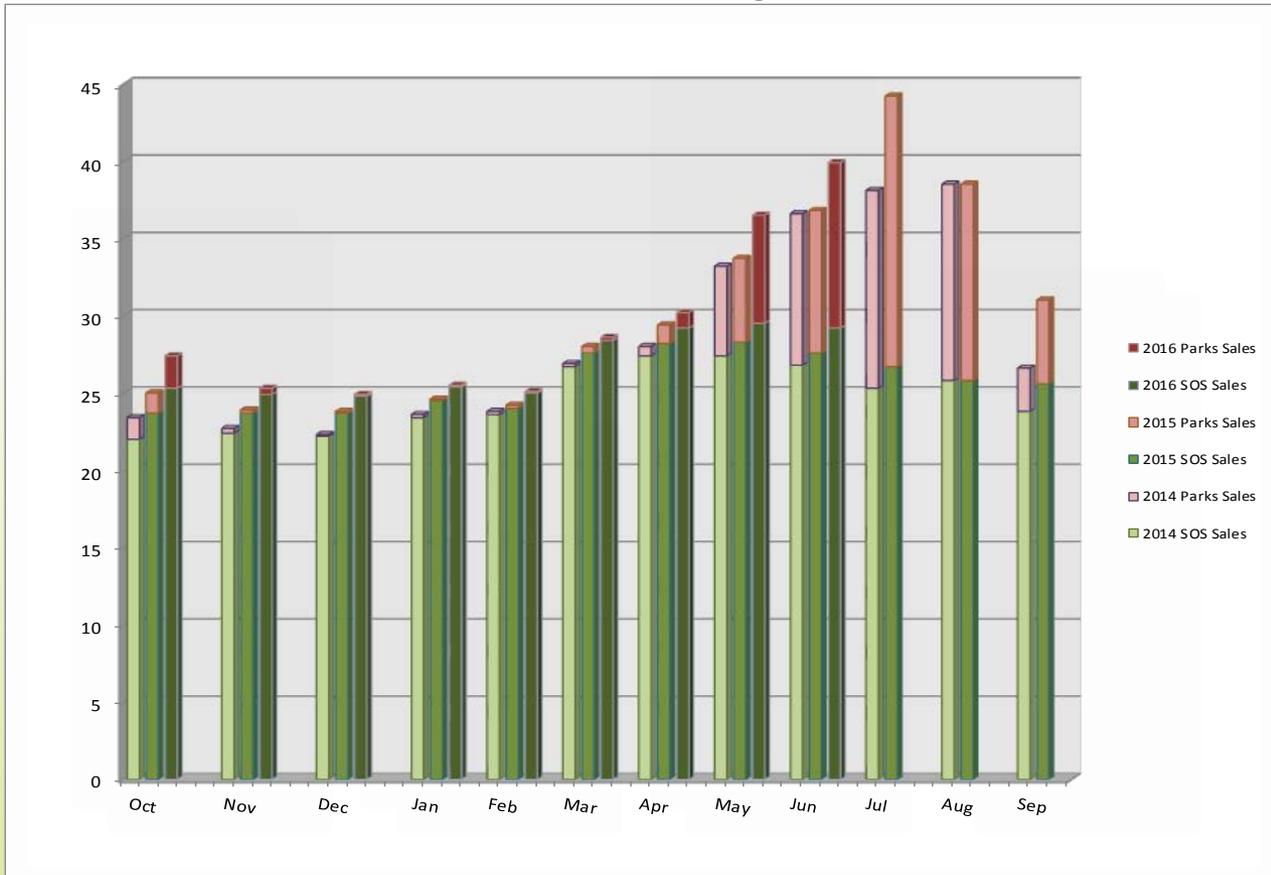


Waterfowl Customers - YTD





Recreation Passport – June



Actual 27.3% for FY 2012

Actual 26.6% for FY 2013

FY15 October – June 27.9%

Actual 28.5% for FY2014

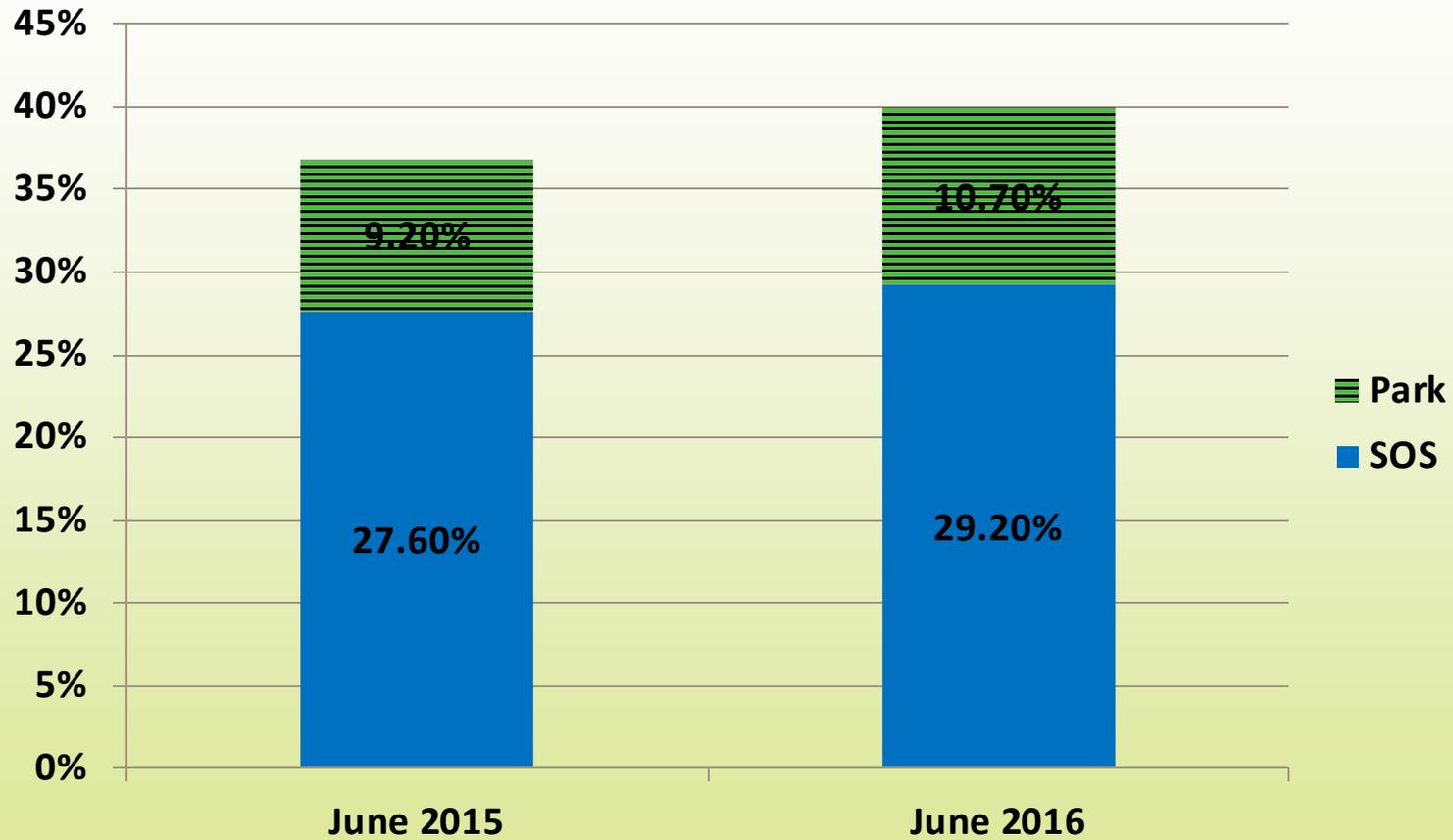
Actual 30.4% for FY2015

FY16 October – June 29.4%

June 2015 – 36.8%

June 2016 – 39.9%

Percentages Sold at SOS and Parks

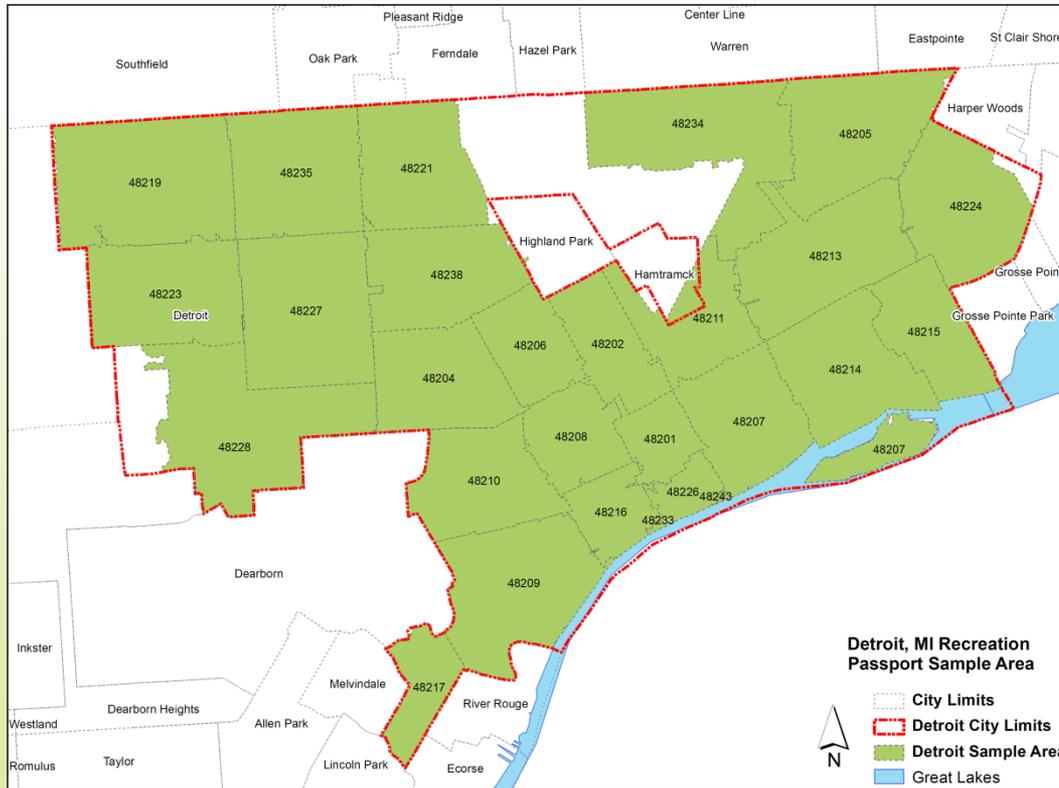


Recreation Passport Churn Rates

- **June 2016**

- Lost 17,123 former passport purchasers from 2015 to 2016
- Gained 20,427 new passport purchasers from 2015 to 2016
 - Net **gain** of 3,304 for June, 2016
 - Net **gain** of 2,829 for May, 2016

Recreation Passport – Detroit Sold at Secretary of State Office

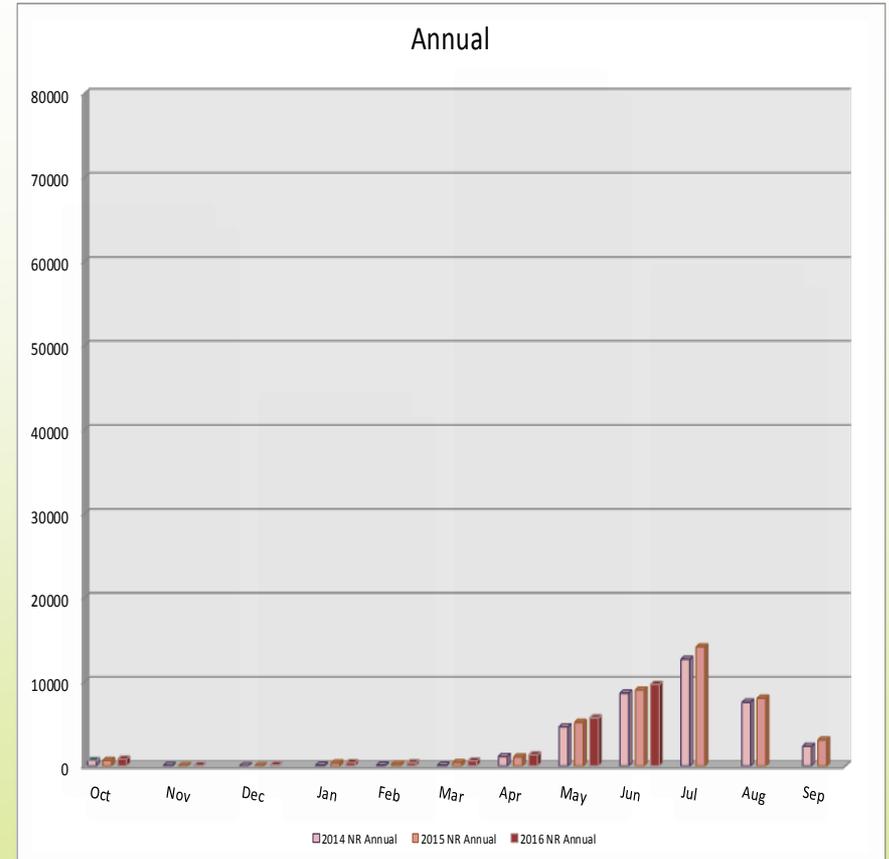
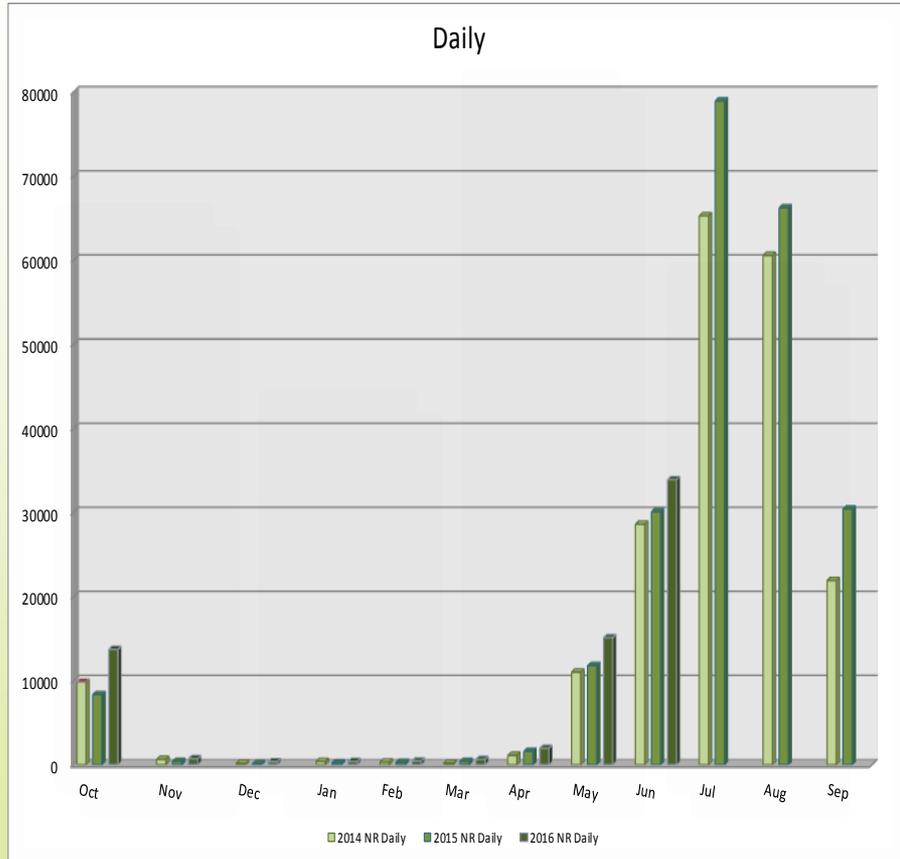


Recreation Passport comparison June 2015 and 2016

Statewide: + 1.59% from 27.52% to 29.11%
Detroit: - 0.01% from 37.04% to 37.03%



Non-Resident Recreation Passport – June



FY 2014 NR Daily Total – 200,216 June 2015 – 30,105

FY 2015 NR Daily Total – 228,937 June 2016 – 33,903

FY15 October – June 53,323

FY16 October – June 67,357

FY 2014 NR Annual Total – 38,053 June 2015 – 9,042

FY 2015 NR Annual Total – 42,318 June 2016 – 9,707

FY16 October – June 16,996

FY16 October – June 19,118



Total Lodging Reservation Nights – July

	FY 2013	FY 2014	FY 2015	FY 2016	% Change FY15 to FY16
Nights	778,544	798,611	864,601	936,447	+8.3%

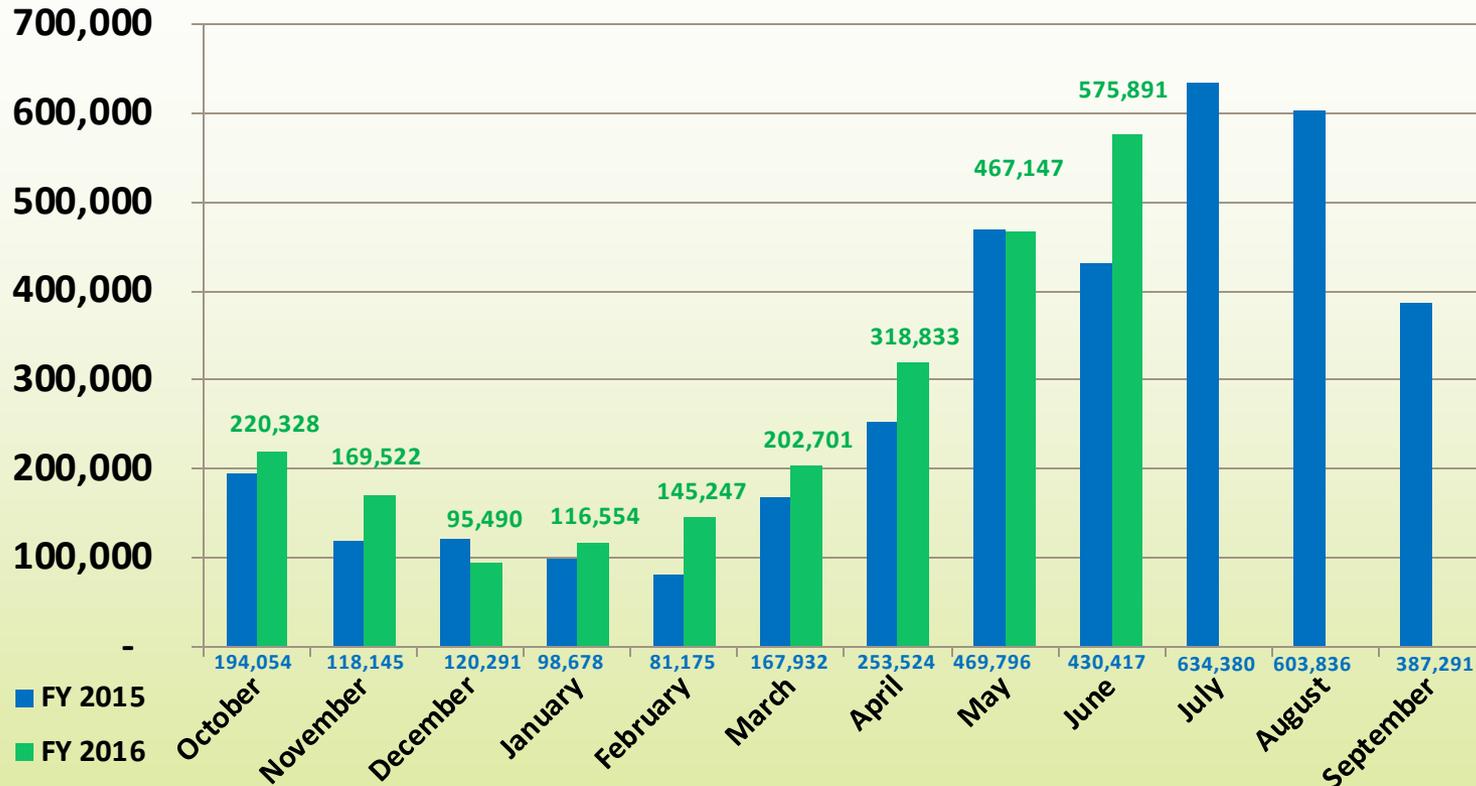


Total Harbor Reservation Nights – July

	2015	2016	% Change 2015 to 2016
Nights	44,585	50,016	+12.2%



Belle Isle Average Monthly Attendance



FY15 October – May **1,934,012**
FY15 Oct – Sep Total **3,559,519**

FY16 October – June **2,311,713**
CY15 Jan – Dec Total **3,612,369**

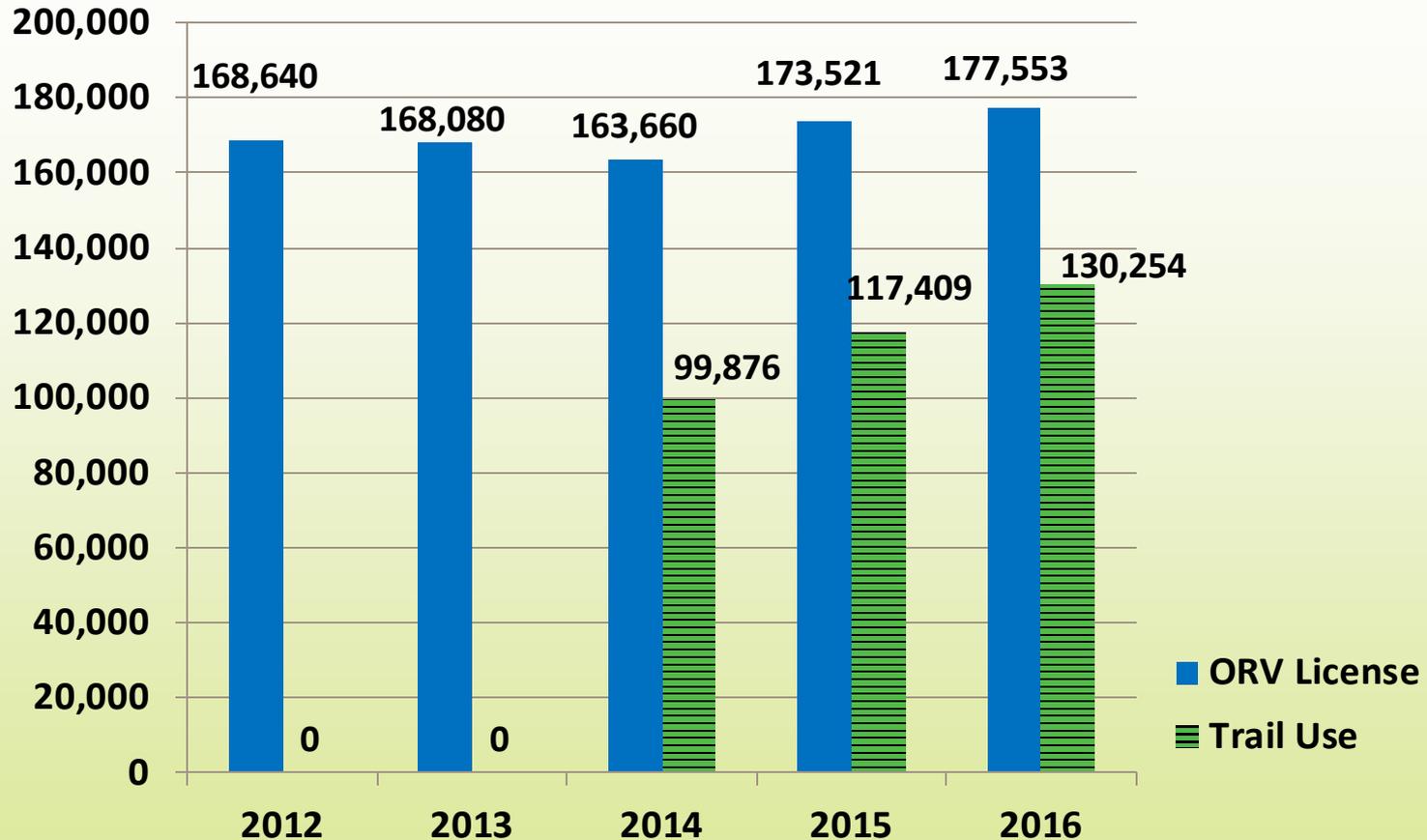


Outdoor Adventure Center Attendance & Usage

July, 2015 to June, 2016	Amount
Front Door Entrance	88,576
Complimentary Tours	465
Attendance - Room Rental	8,777
WOW Attendance - Complimentary	2,291
Total Attendance	100,109
# of Field Trips	236
# of Other Groups (Birthdays, Scouts, etc.)	187
# of Family Memberships	779



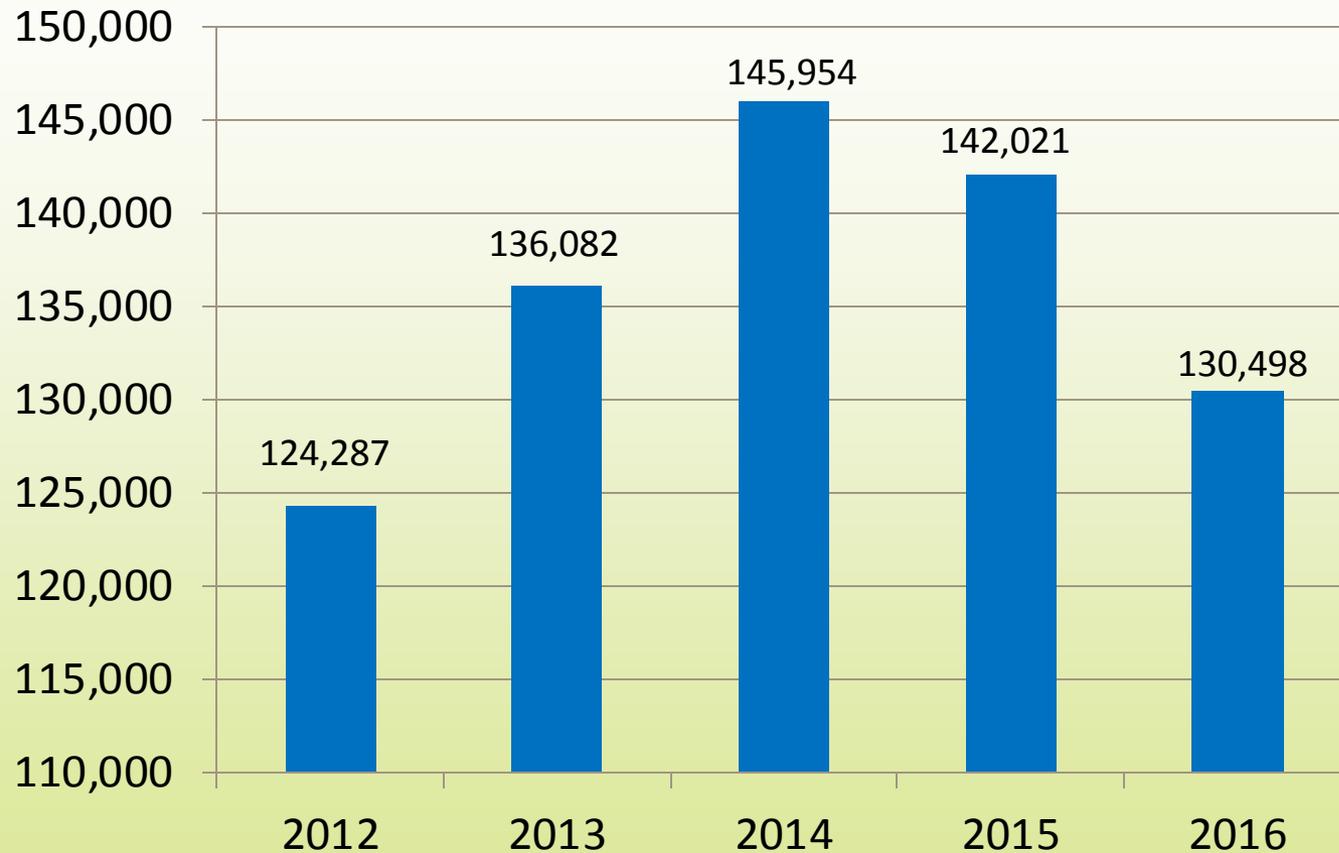
ORV License Sales Through July



% Change From 2015 to 2016
ORV License: +2.3% Trail Use: +10.9%



Snowmobile Permit Sales September Through July



% Change From 2015 to 2016: **-8.11%**