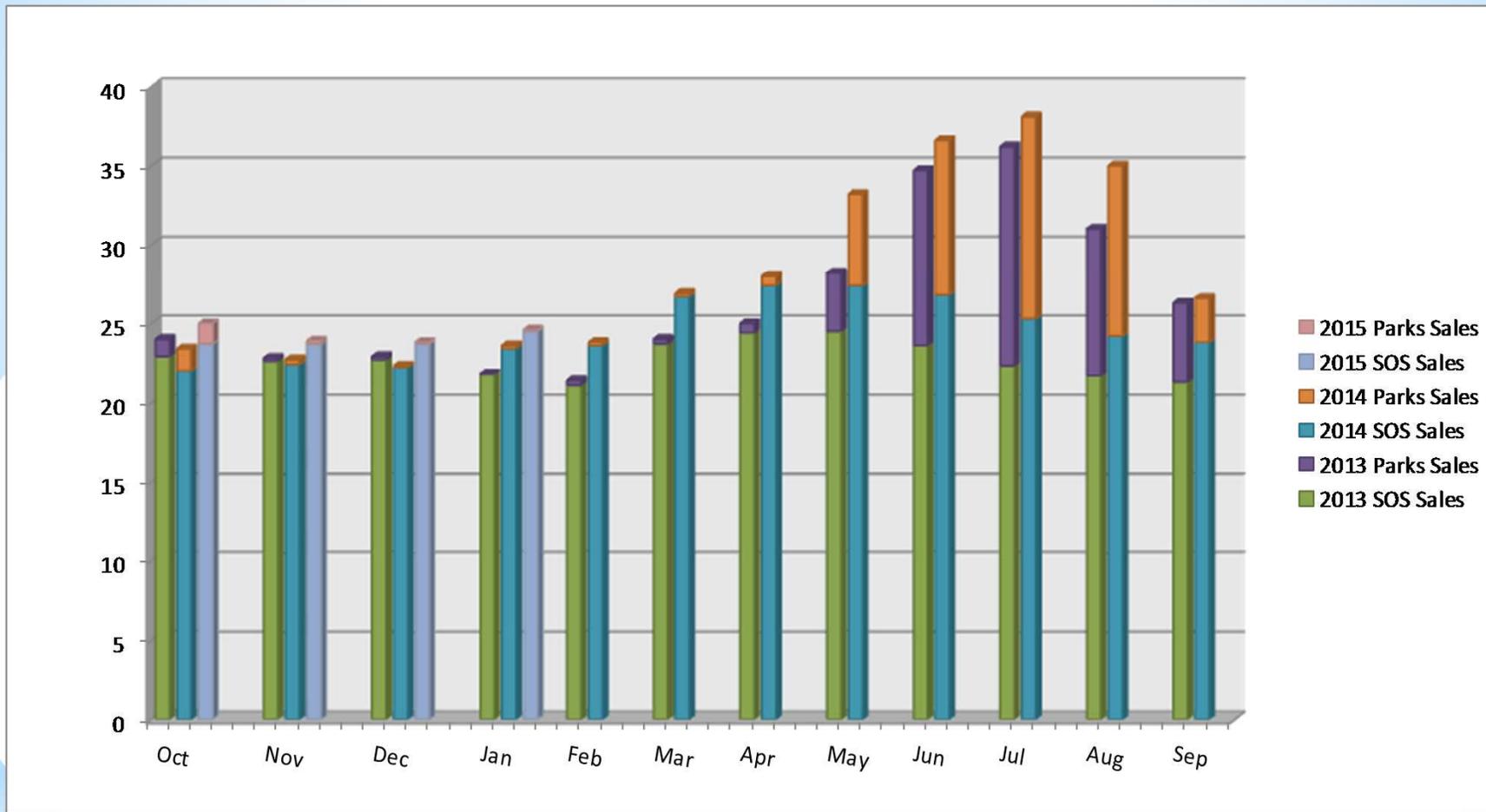


# Recreation Passport – January



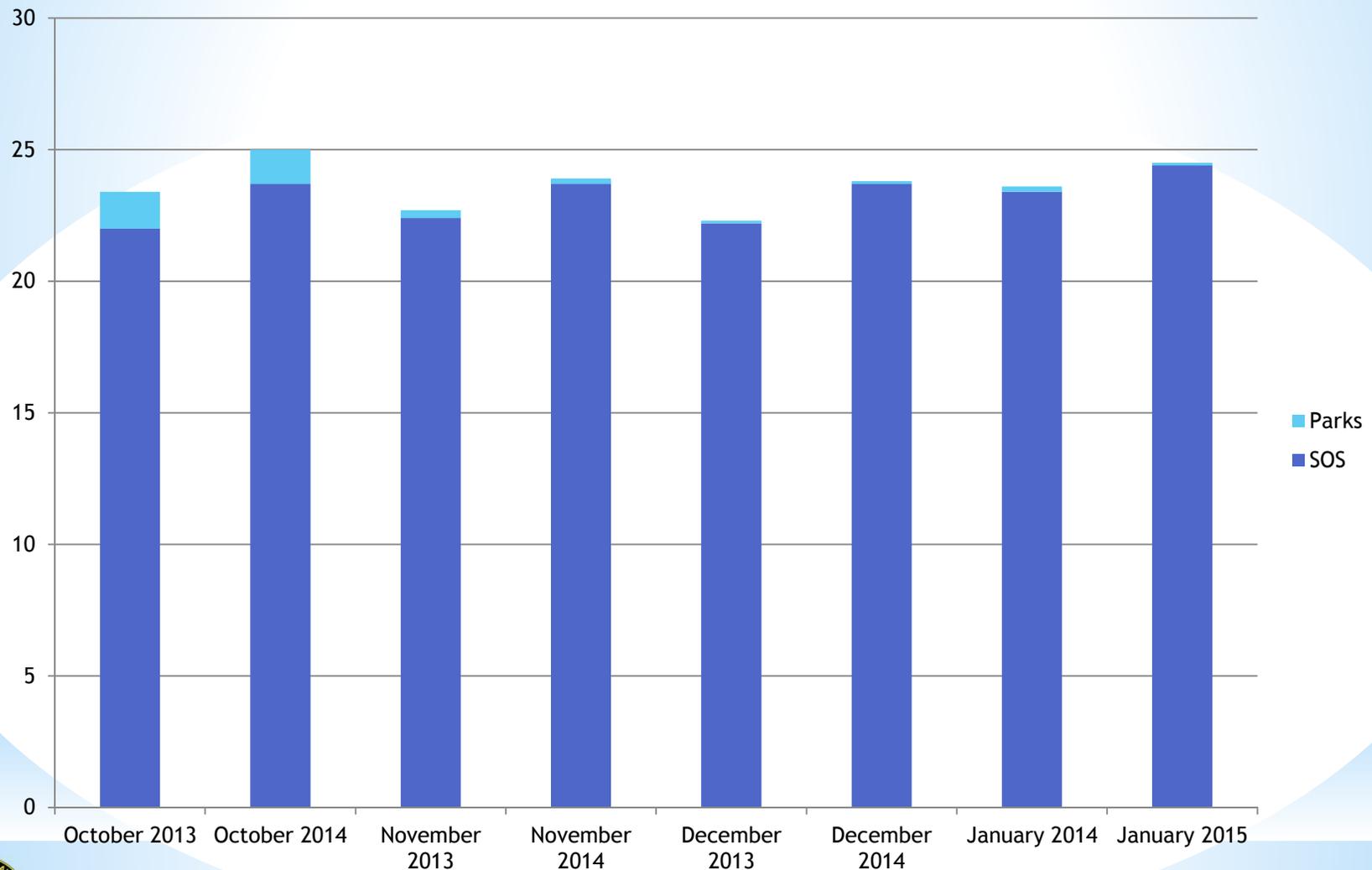
Actual 24.7% for FY 2011  
Actual 27.3% for FY 2012

Actual 26.6% for FY2013  
Actual 28.5% of FY2014

January 2014 – 23.6%  
January 2015 – 24.5%



# Percent of Michigan Drivers and where they purchased

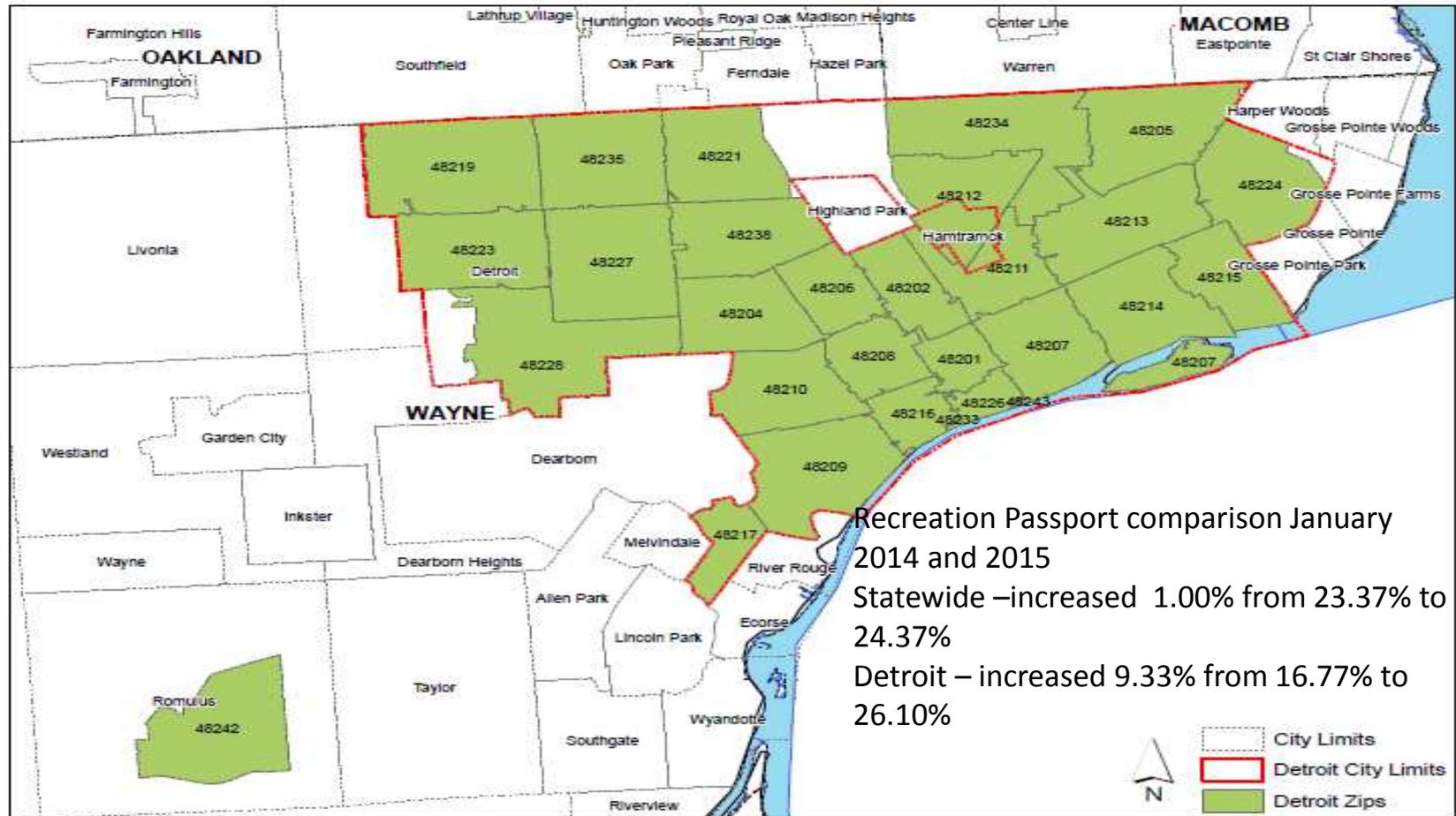


# Recreation Passport Churn Rates

- \* January, 2015
  - \* Lost 15,792 former passport purchasers from 2014 to 2015
  - \* Gained 18,892 new passport purchasers from 2014 to 2015
    - \* Net gain of 3,100 for January, 2015
    - \* December, 2014 churn rate was a gain of 2,576



# Recreation Passport – Detroit Sold at Secretary of State Office

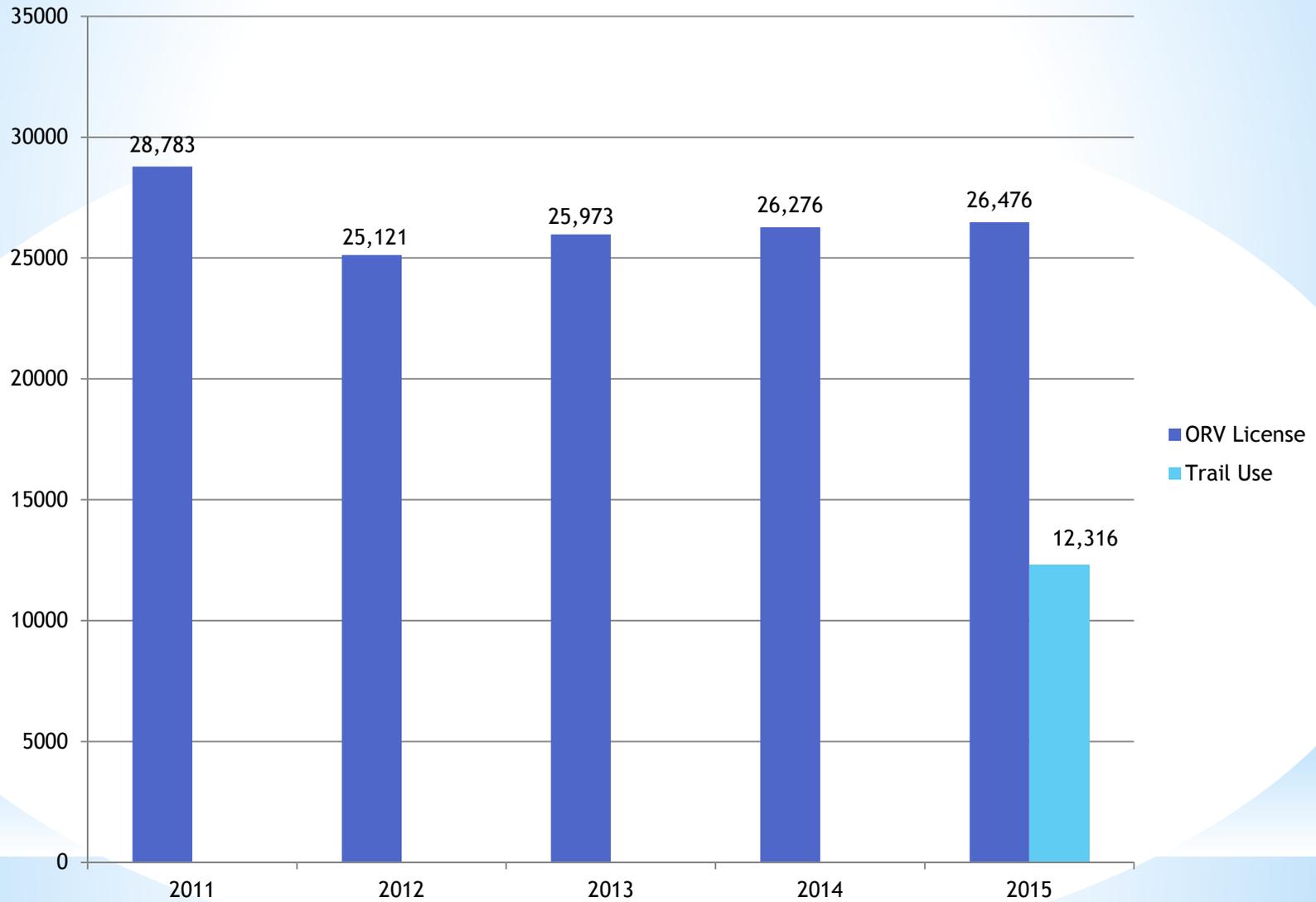


# Total lodging reservation nights – February

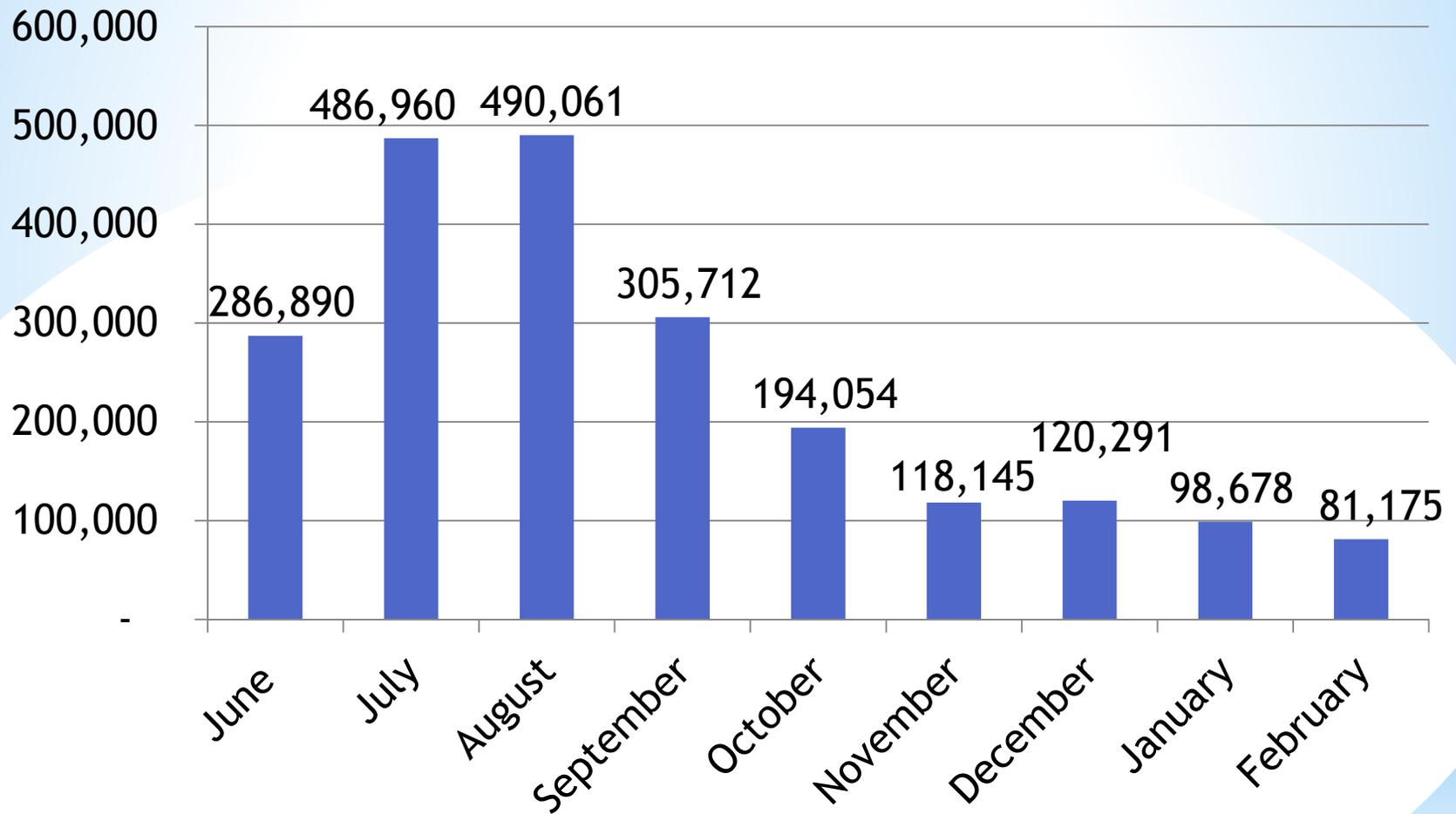
	2013	2014	2015	% Change 2014 to 2015
Nights	379,710	367,271	396,638	8.0%



# ORV License Sales - Oct to Feb



# Belle Isle Attendance – avg. monthly



Total attendance - 2,181,966



# Snowmobile Permit Sales – Sept to Feb

