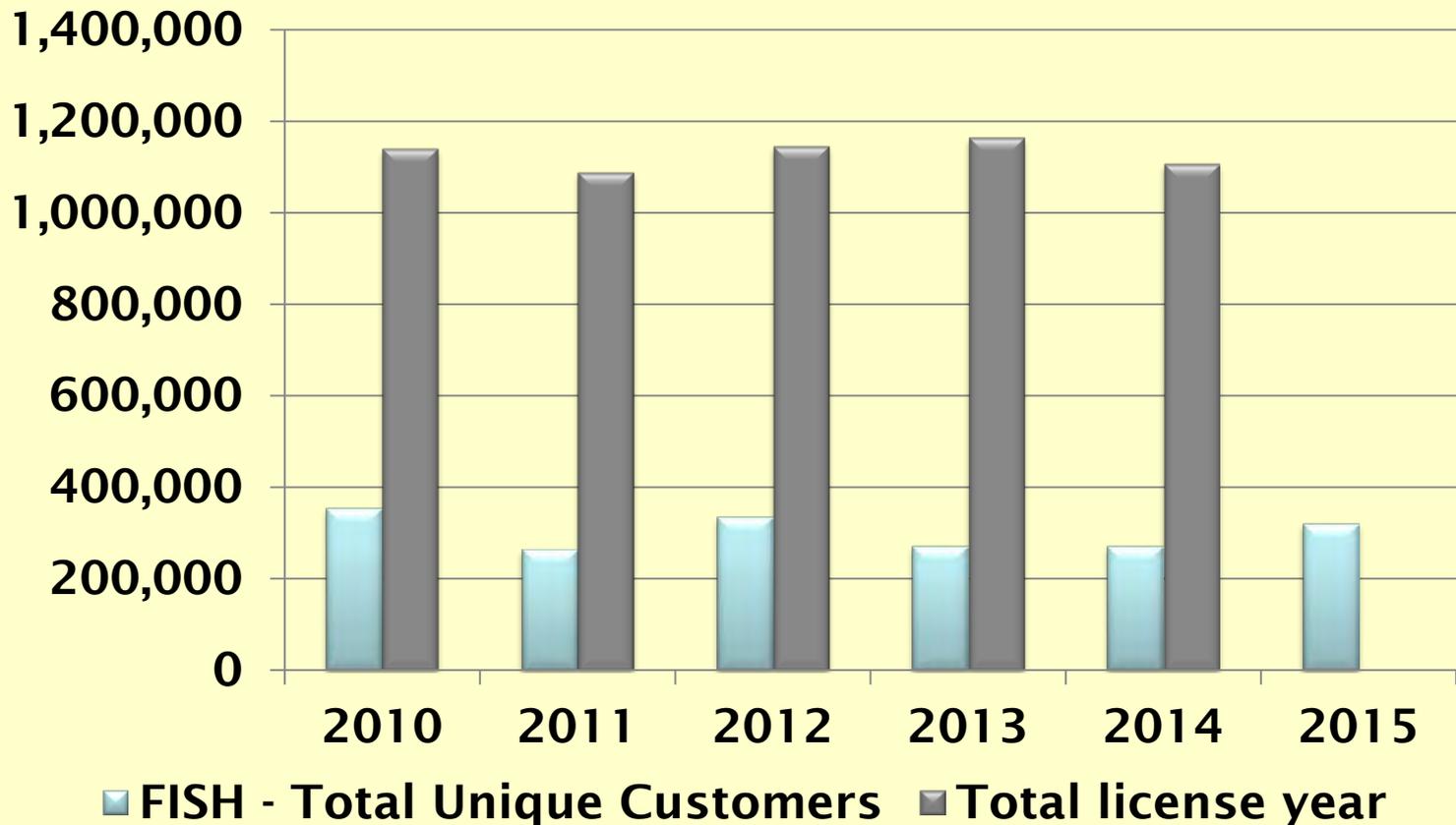


DNR Licenses and Permits Statistical Report



**Presented to the Natural
Resources Commission
May 7, 2015**

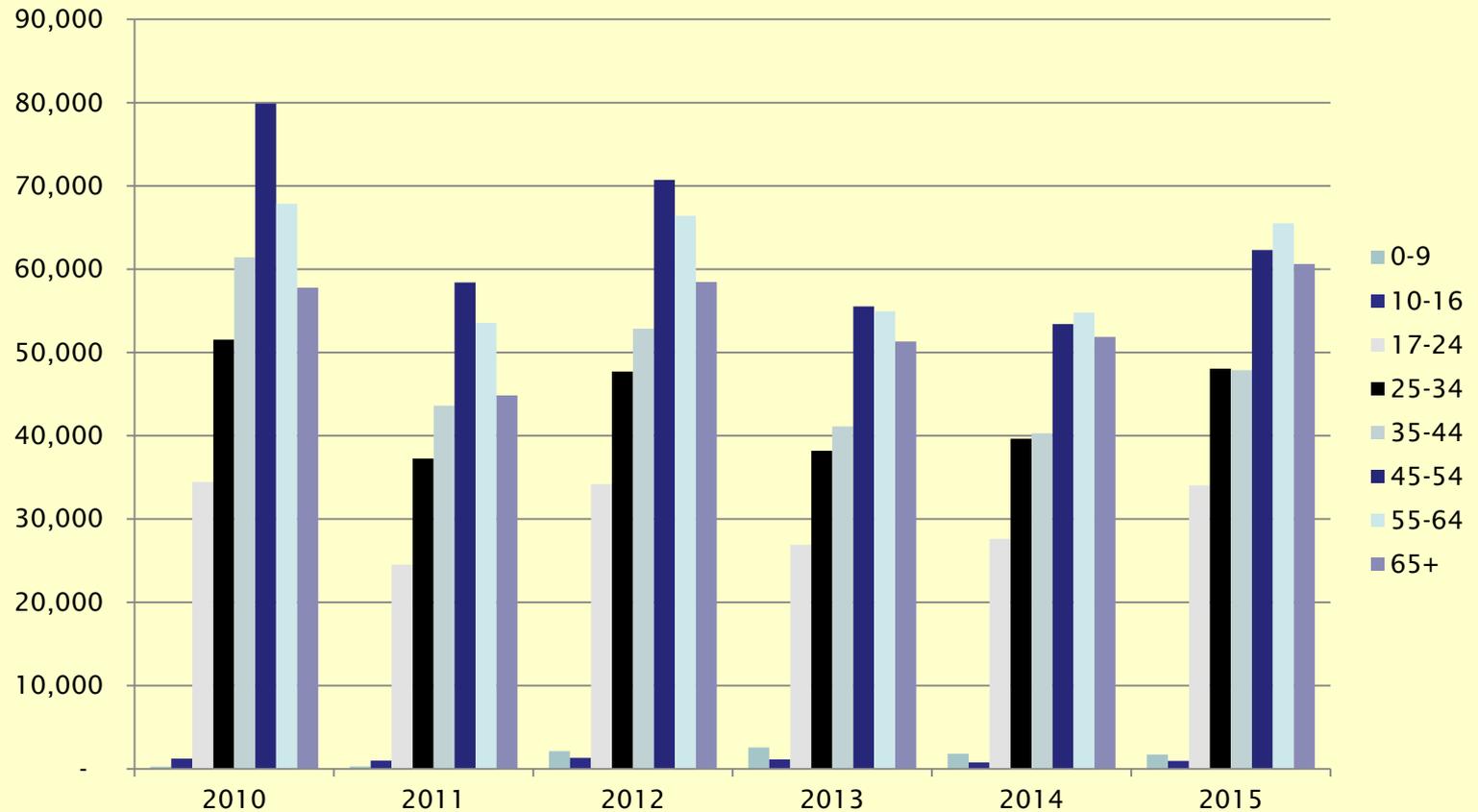
fishing customers - YTD



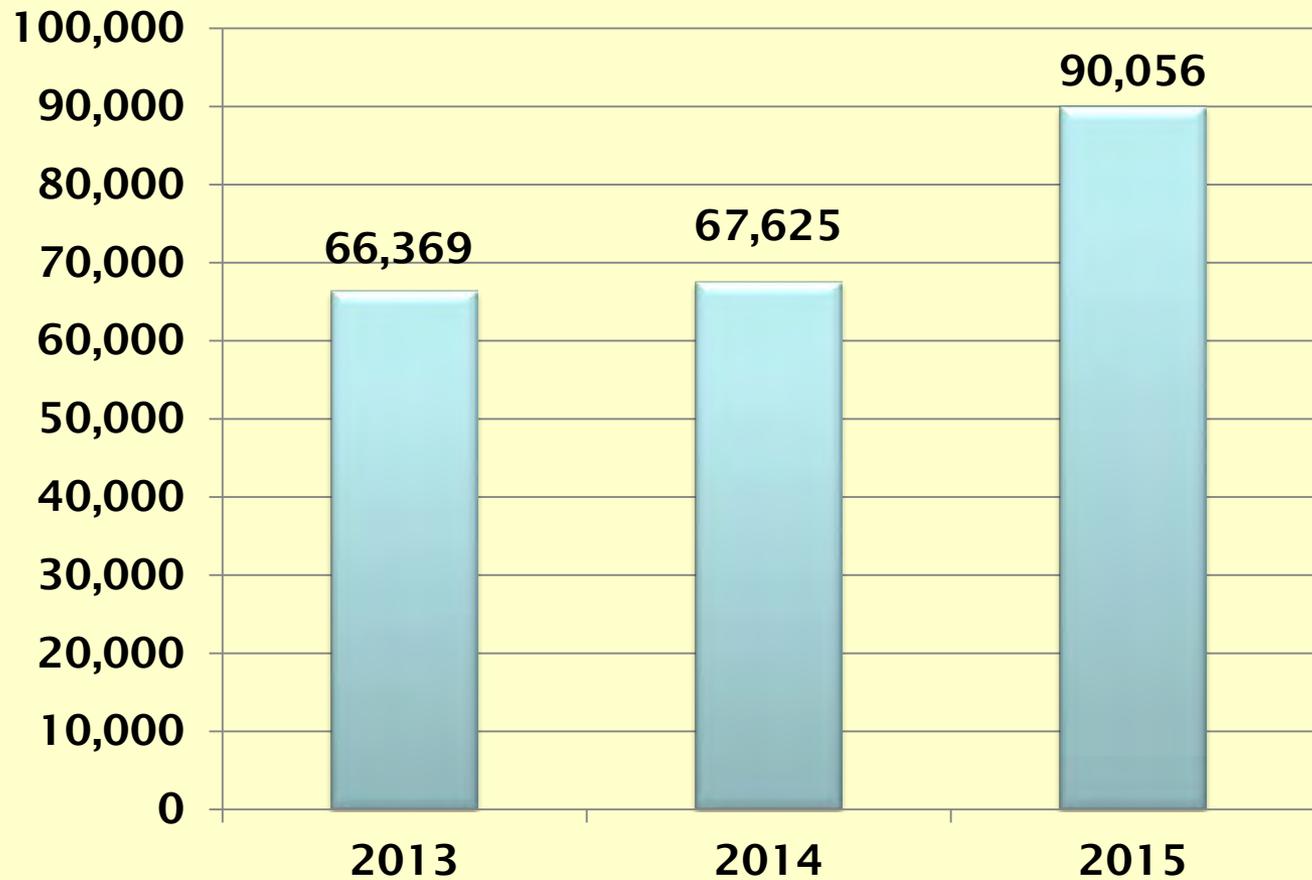
Blue bar shows license year to end of previous month. Green bar represents entire license year.



fishing customers by age - YTD



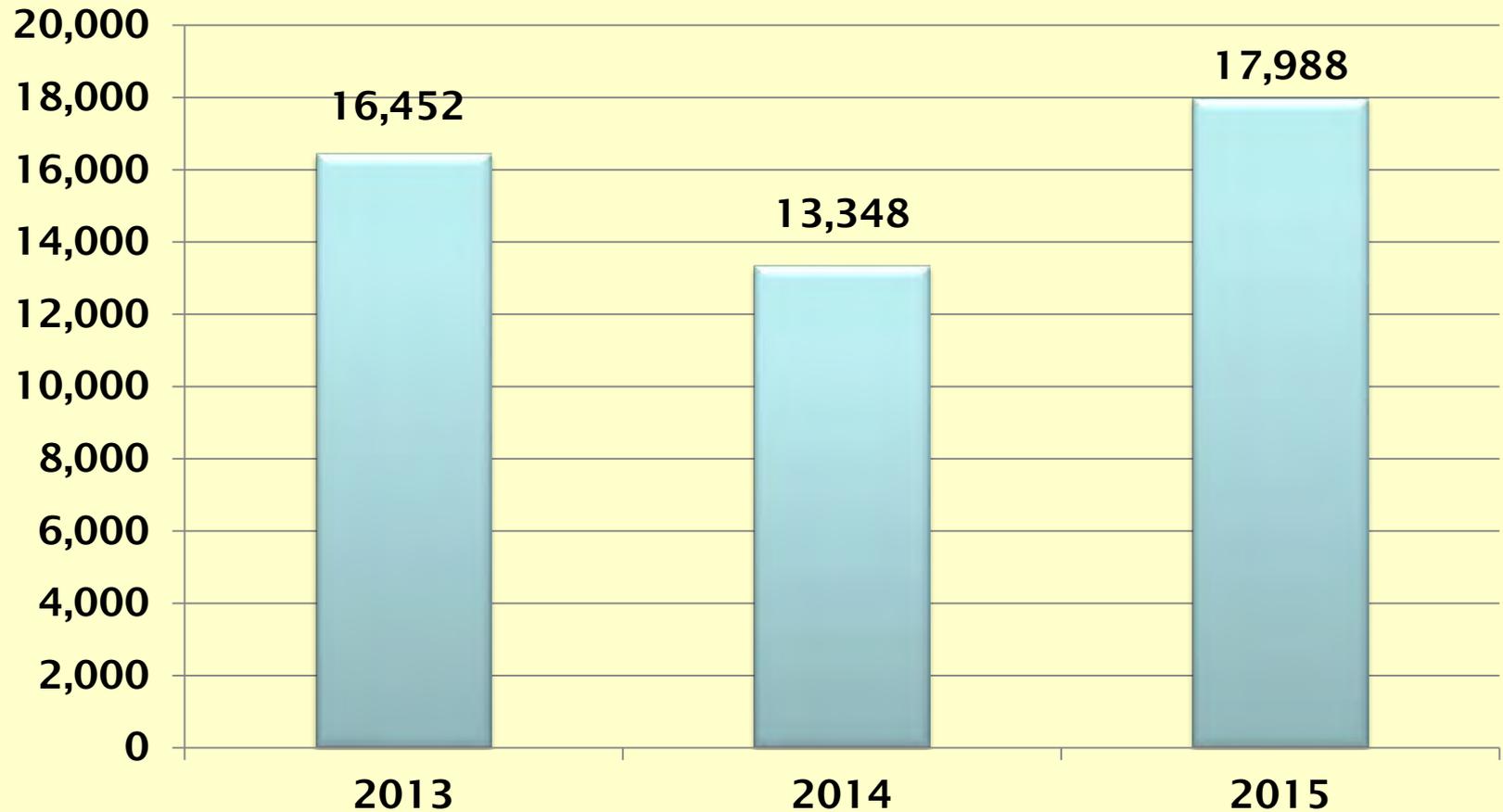
new fishing customers - YTD



repeat fishing customers - YTD



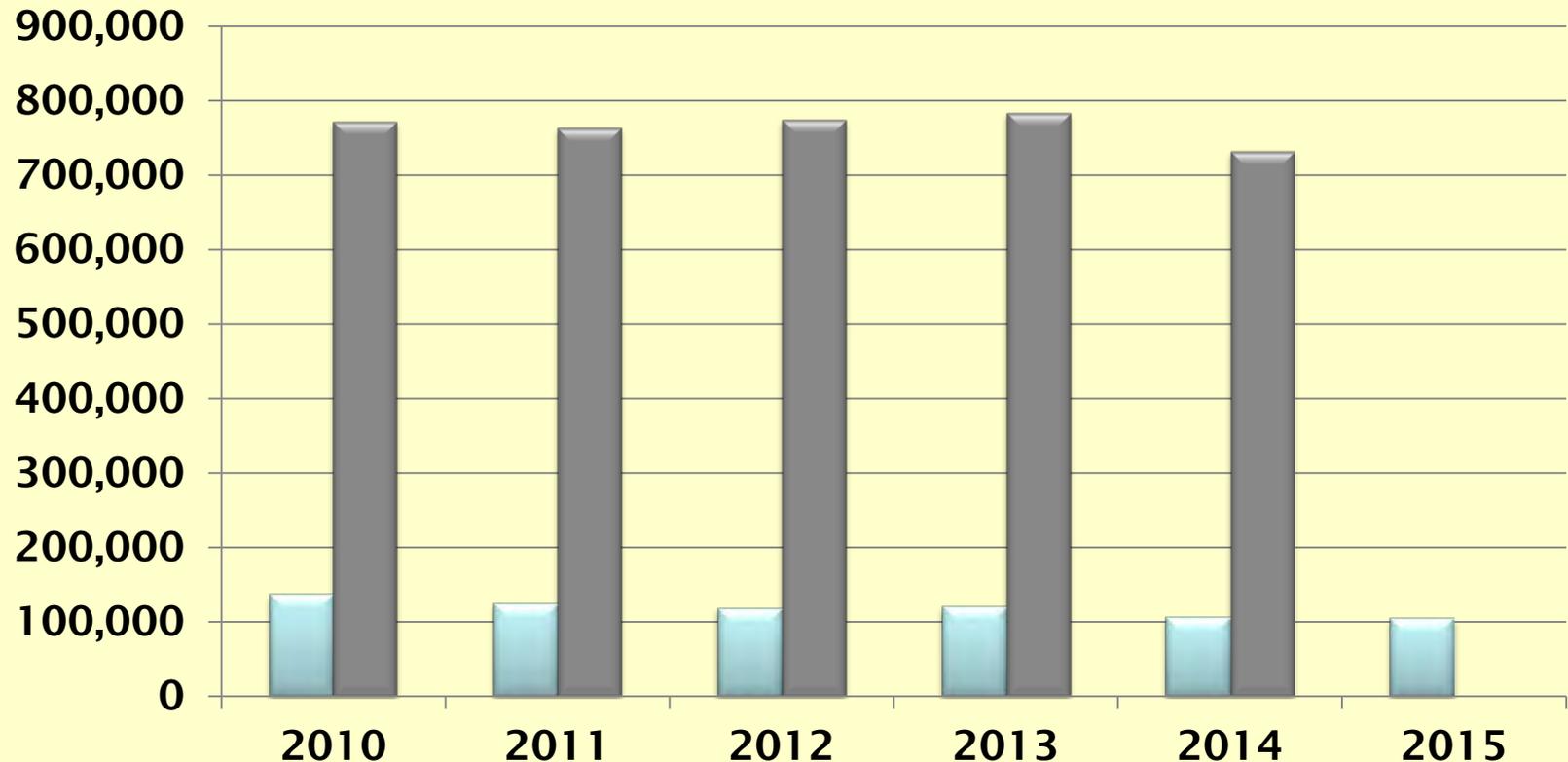
fishing customers with an out-of-state address - YTD



fishing customers buying short term licenses (1 or 3 day) - YTD



hunting customers - YTD

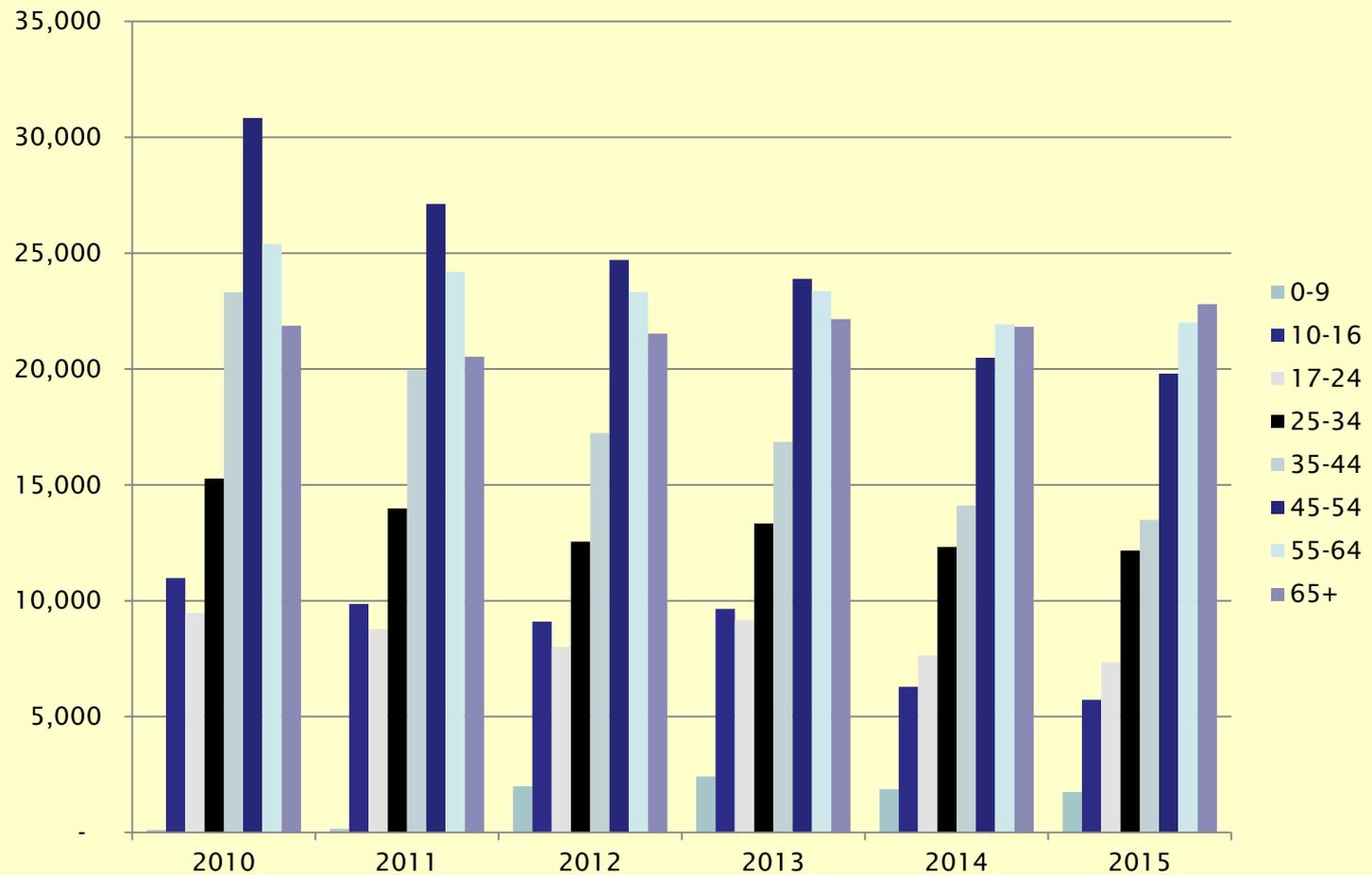


■ HUNT - Total Unique Customers ■ Total license year

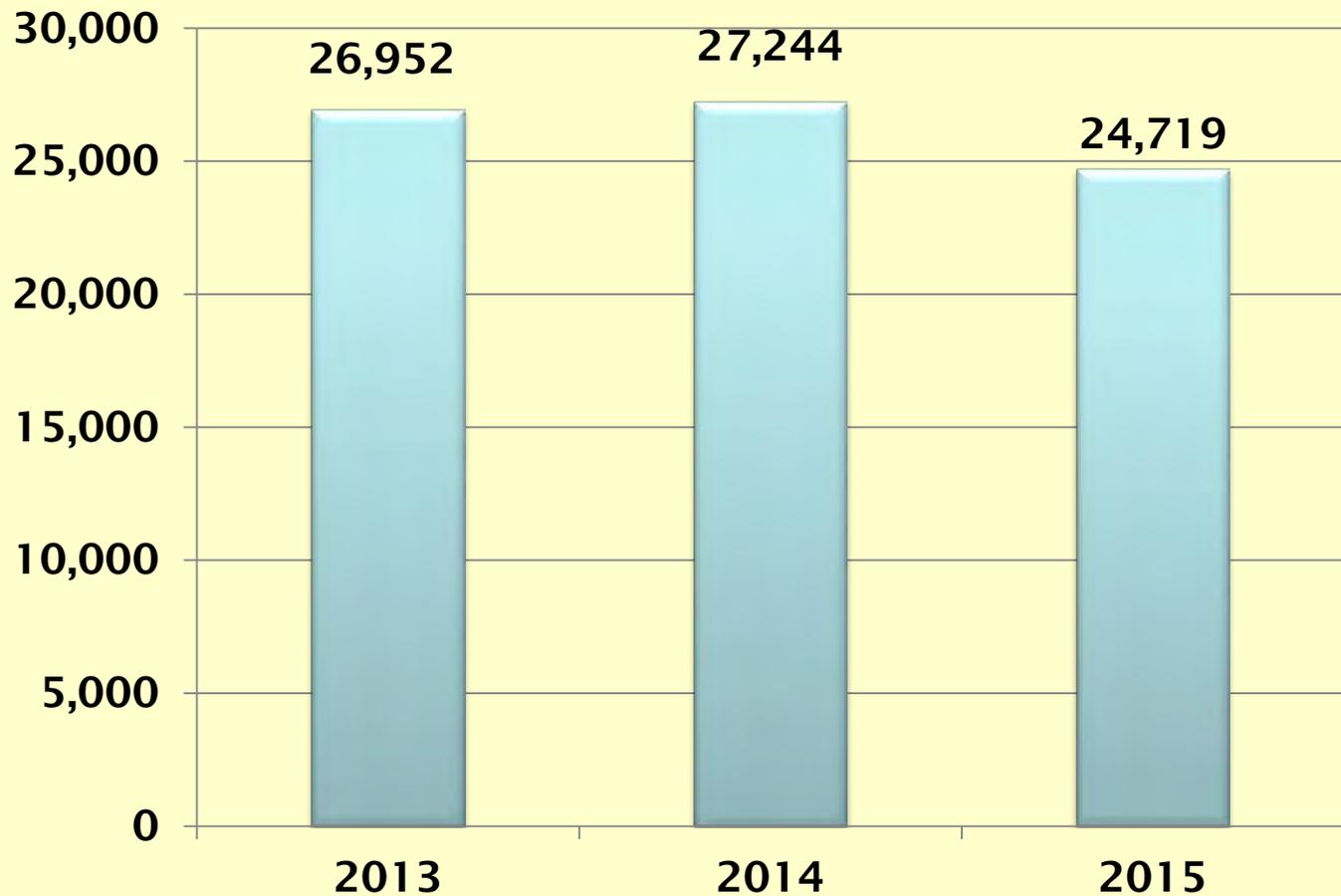
Hunting customer data for this report is compiled by license year to date (blue bar) which is March 1 through Jan. 31. The green bar represents the entire license year.



hunting customers by age - YTD



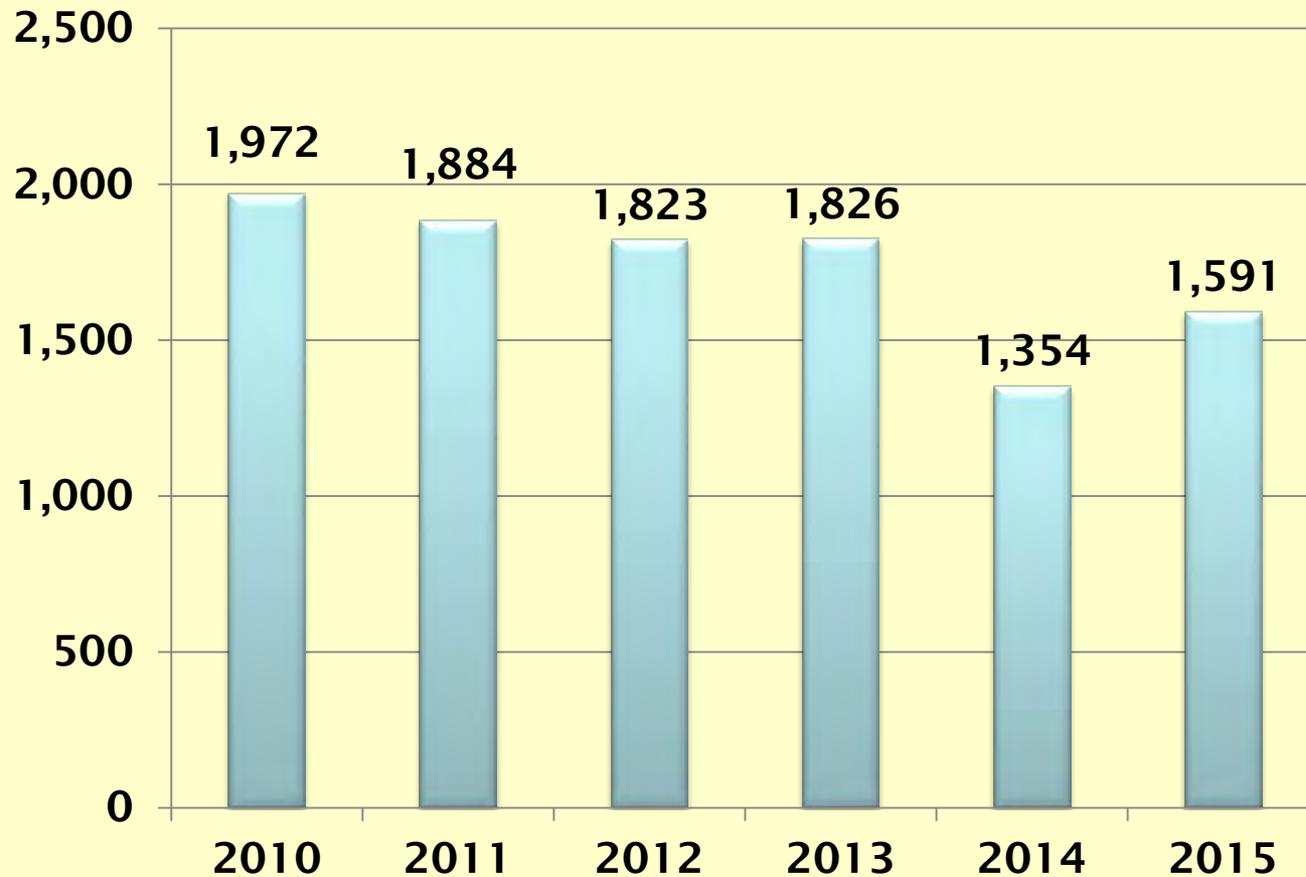
new hunting customers - YTD



repeat hunting customers - YTD



Nonresident hunting customers - YTD



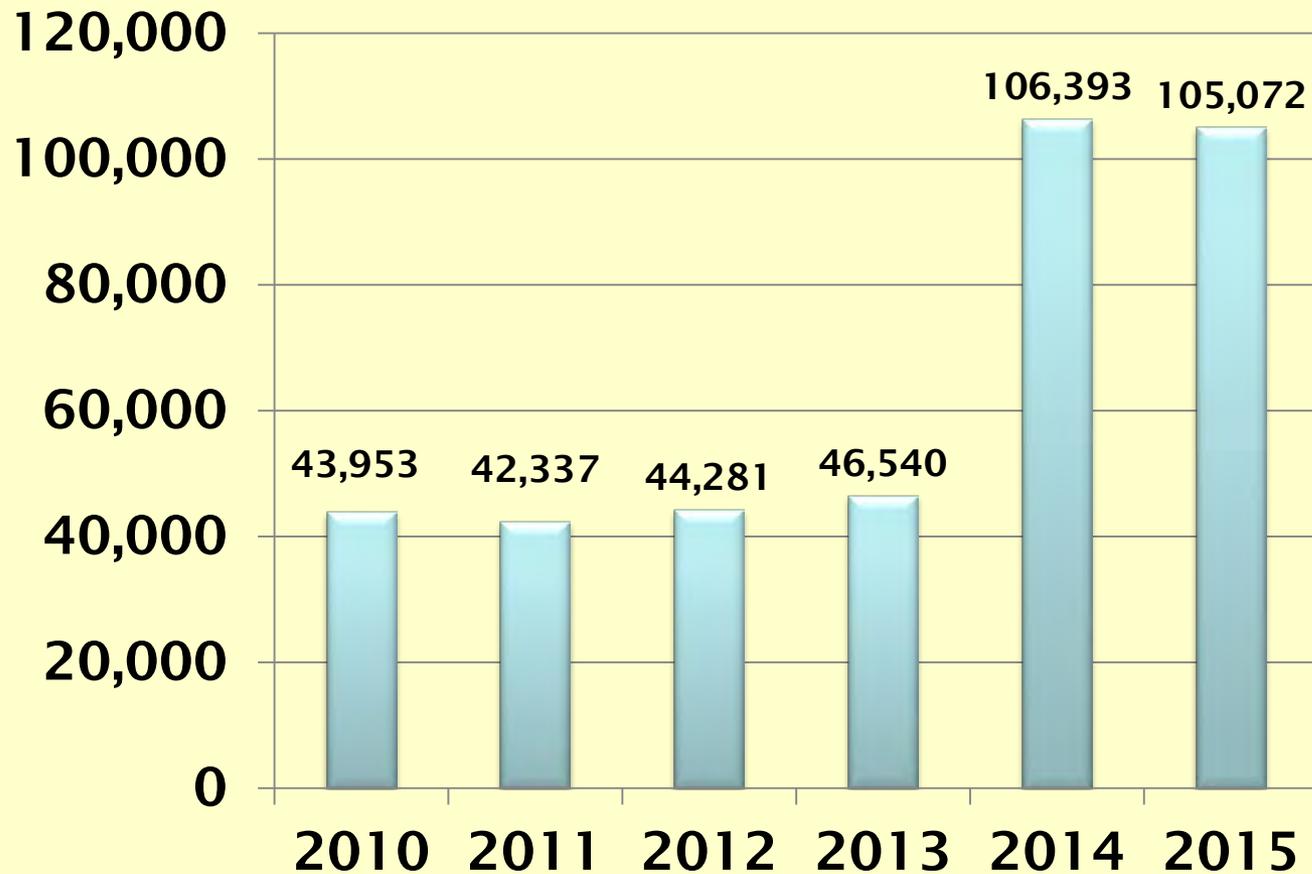
deer license customers - YTD



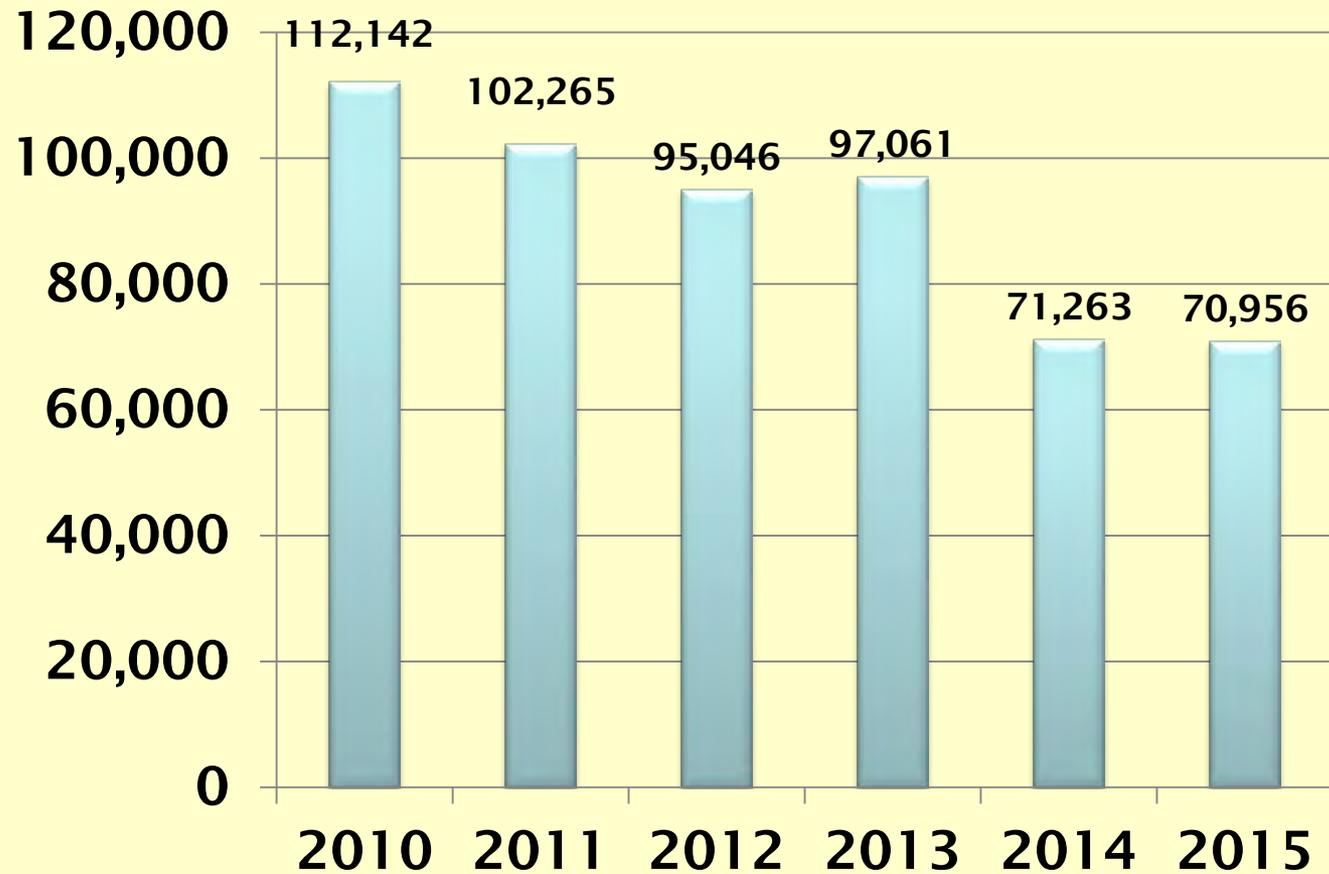
Pure Michigan hunt applicants - YTD



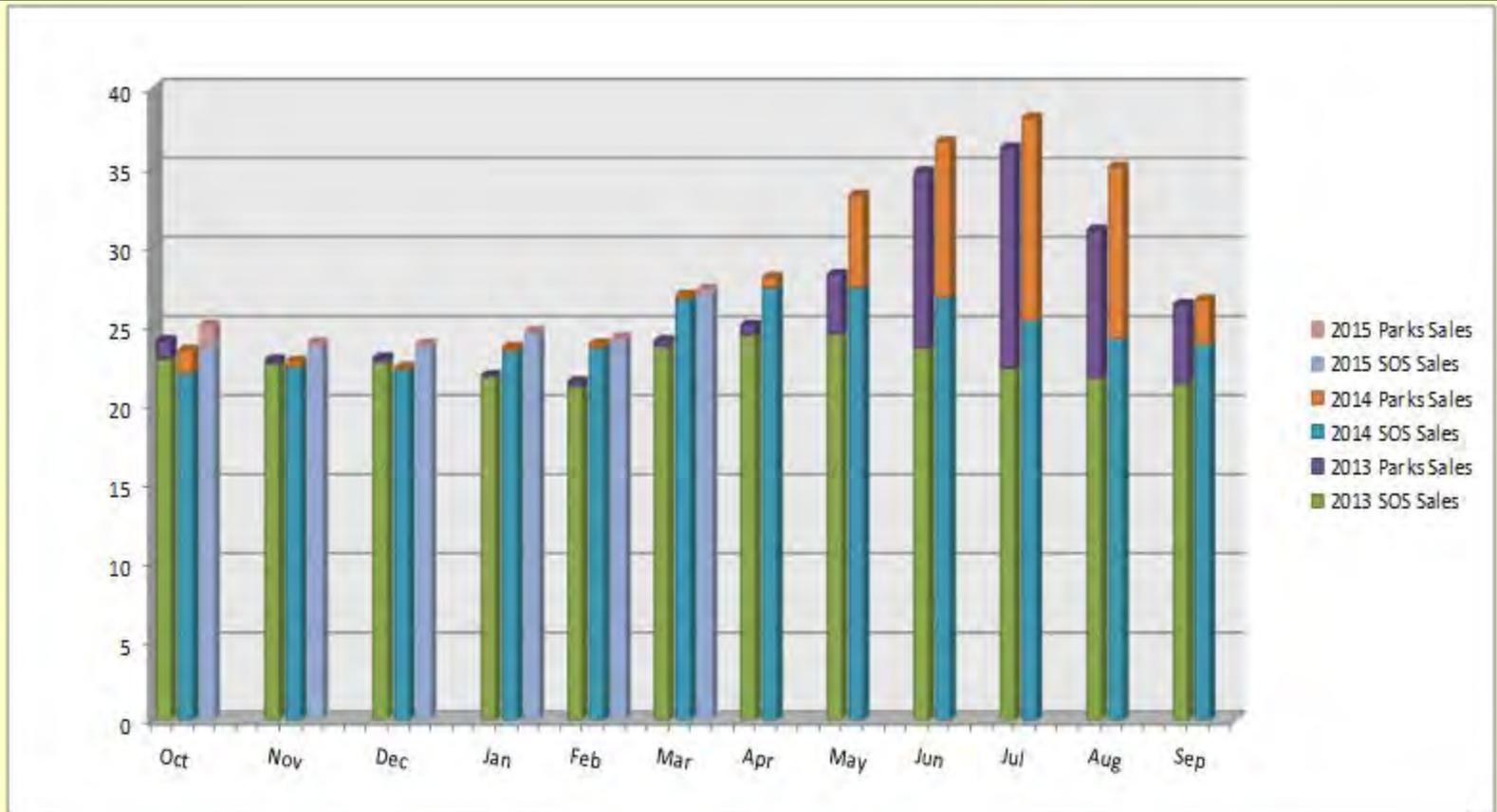
small game - YTD



spring turkey - YTD



Recreation Passport – March



Actual 24.7% for FY 2011

Actual 27.3% for FY 2012

Actual 26.6% for FY2013

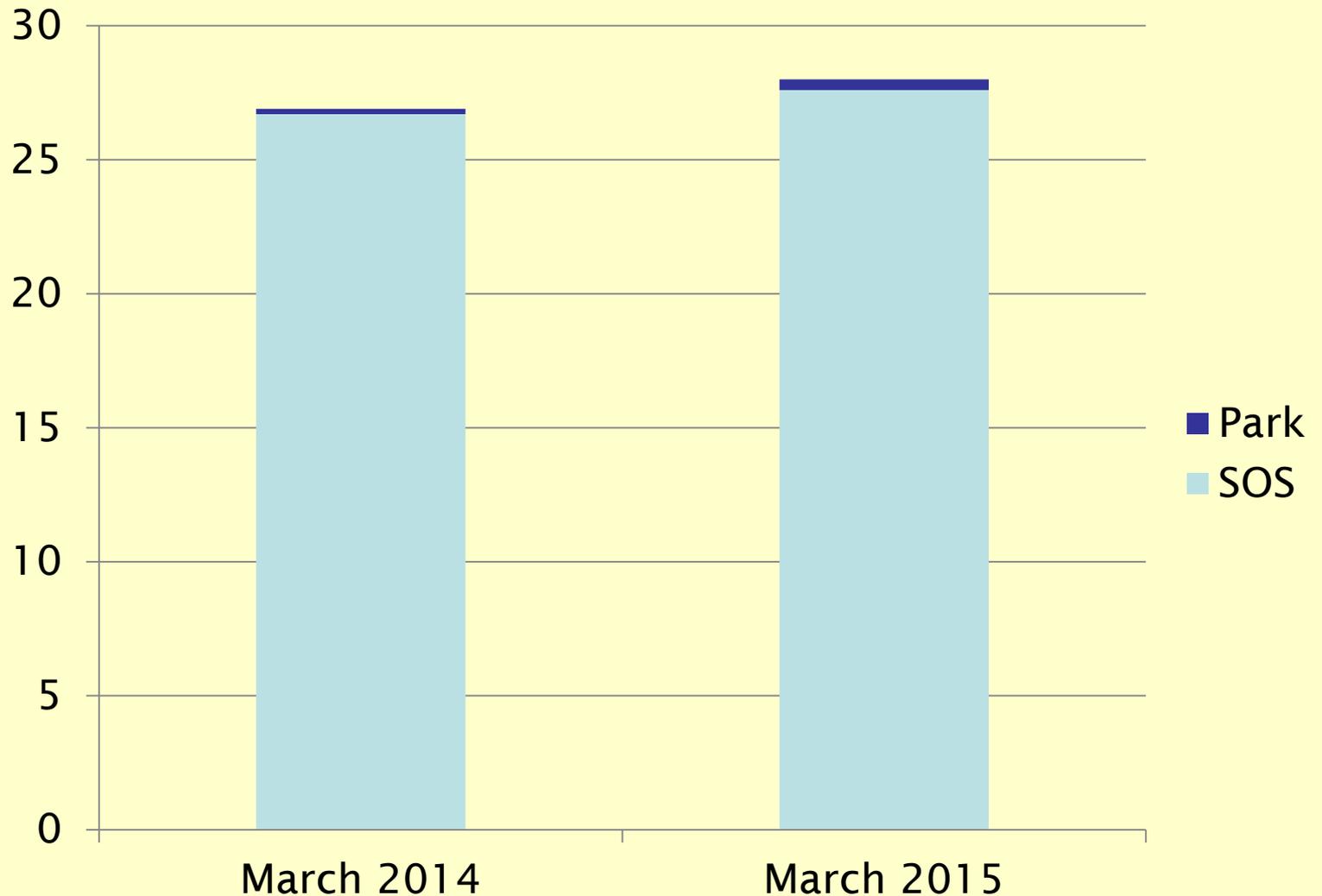
Actual 28.5% of FY2014

March 2014 – 26.9%

March 2015 – 28.0%



Percentages Sold at SOS and Parks

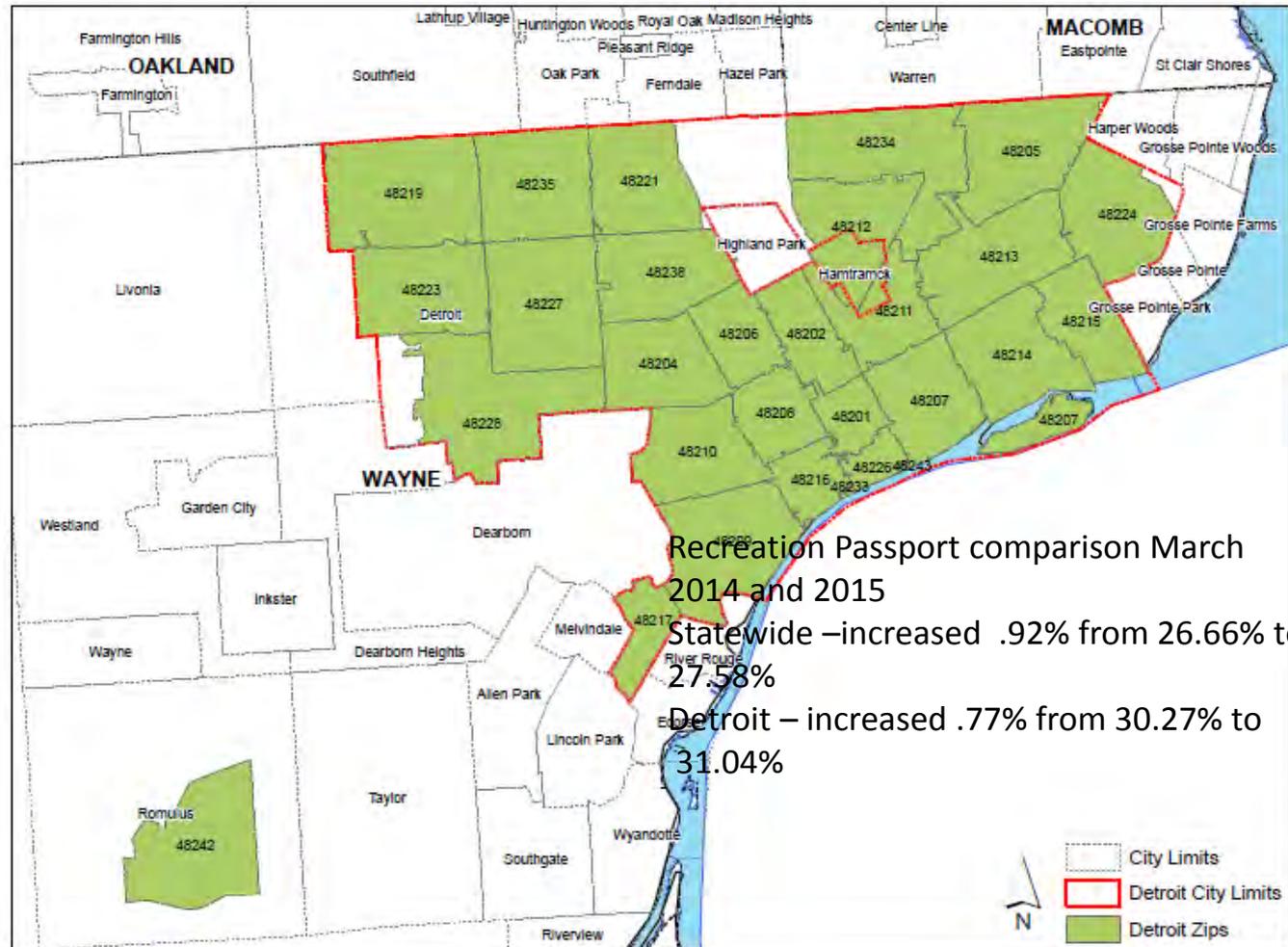


Recreation Passport Churn Rates

- March, 2015
 - Lost 18,247 former passport purchasers from 2014 to 2015
 - Gained 19,472 new passport purchasers from 2014 to 2015
 - Net **gain** of 1,225 for March, 2015
 - February, 2015 churn rate was a gain of 1,515



Recreation Passport – Detroit Sold at Secretary of State Office



Recreation Passport comparison March 2014 and 2015
 Statewide – increased .92% from 26.66% to 27.58%
 Detroit – increased .77% from 30.27% to 31.04%

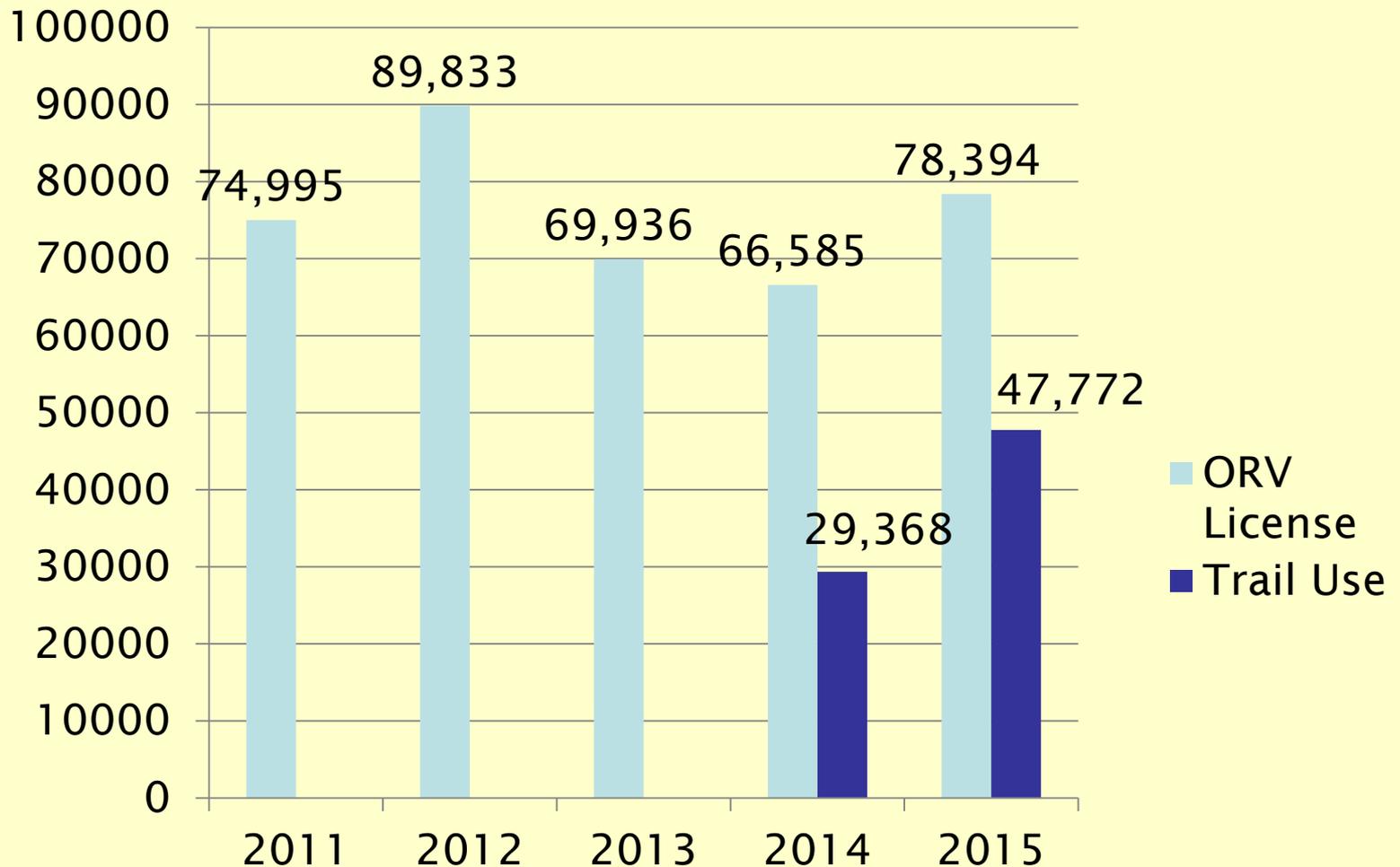


Total lodging reservation nights – April

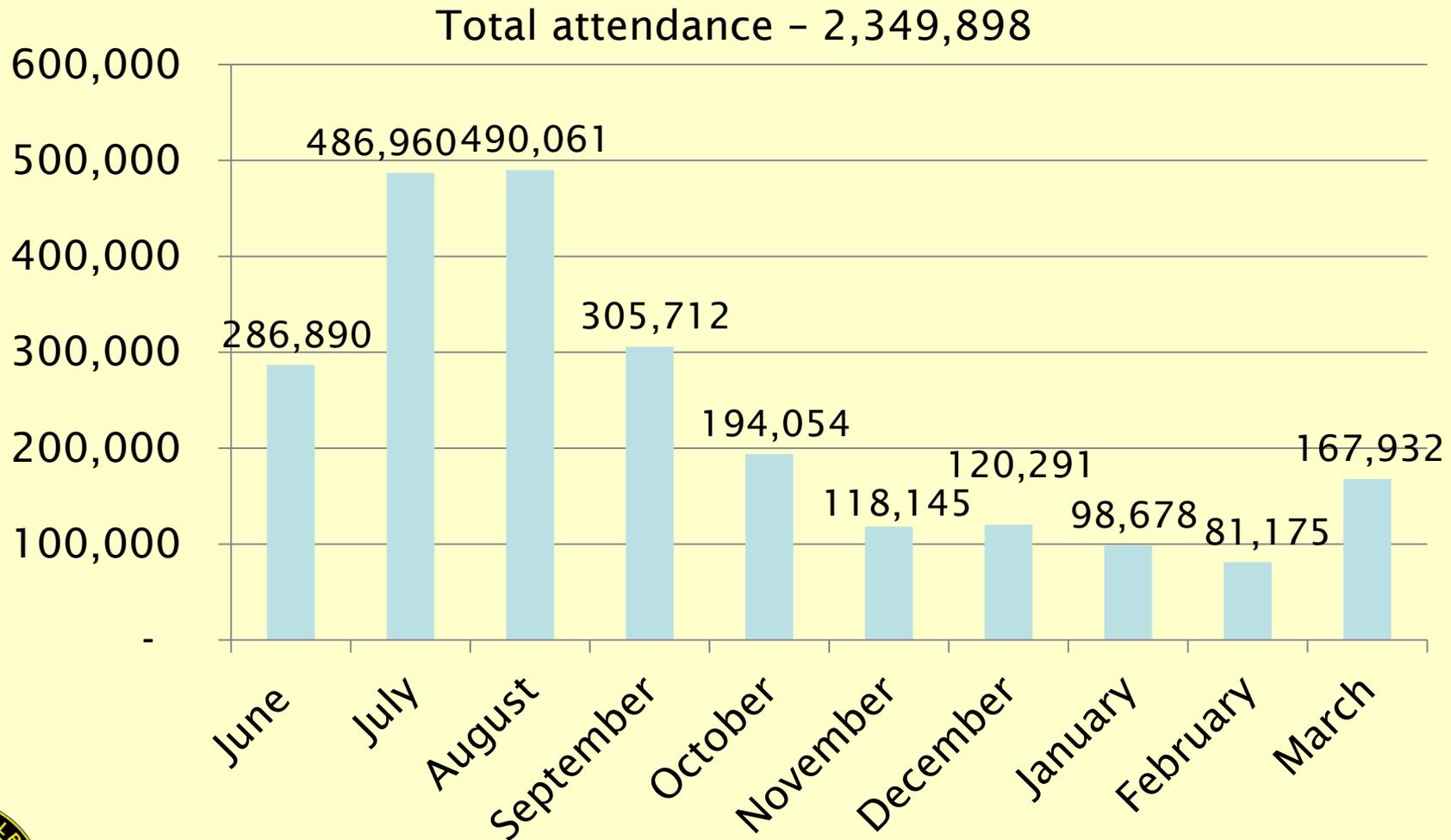
	2013	2014	2015	% Change 2014 to 2015
Nights	487,814	531,387	556,201	4.67%



ORV License Sales – Oct to Apr



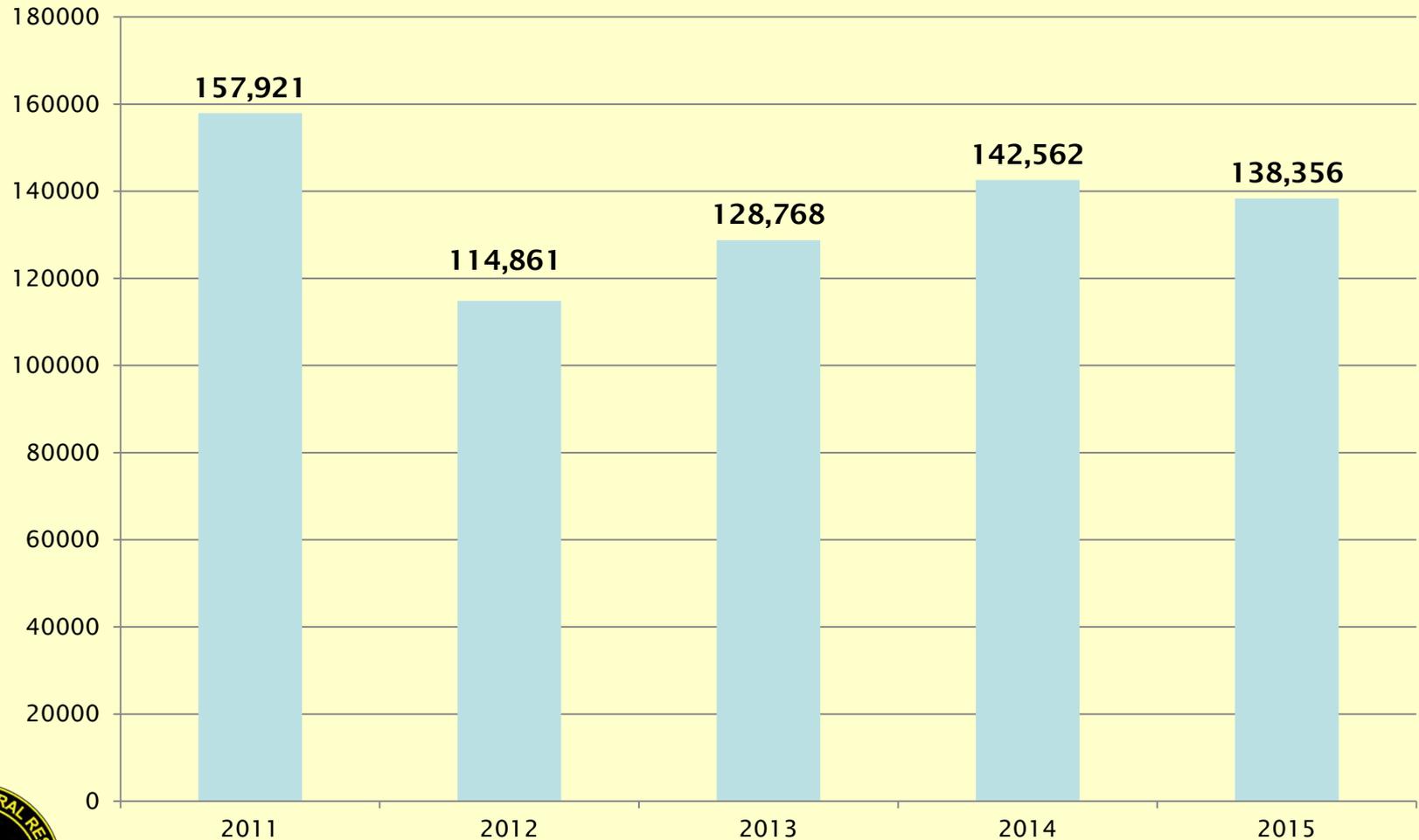
Belle Isle Attendance – avg. monthly



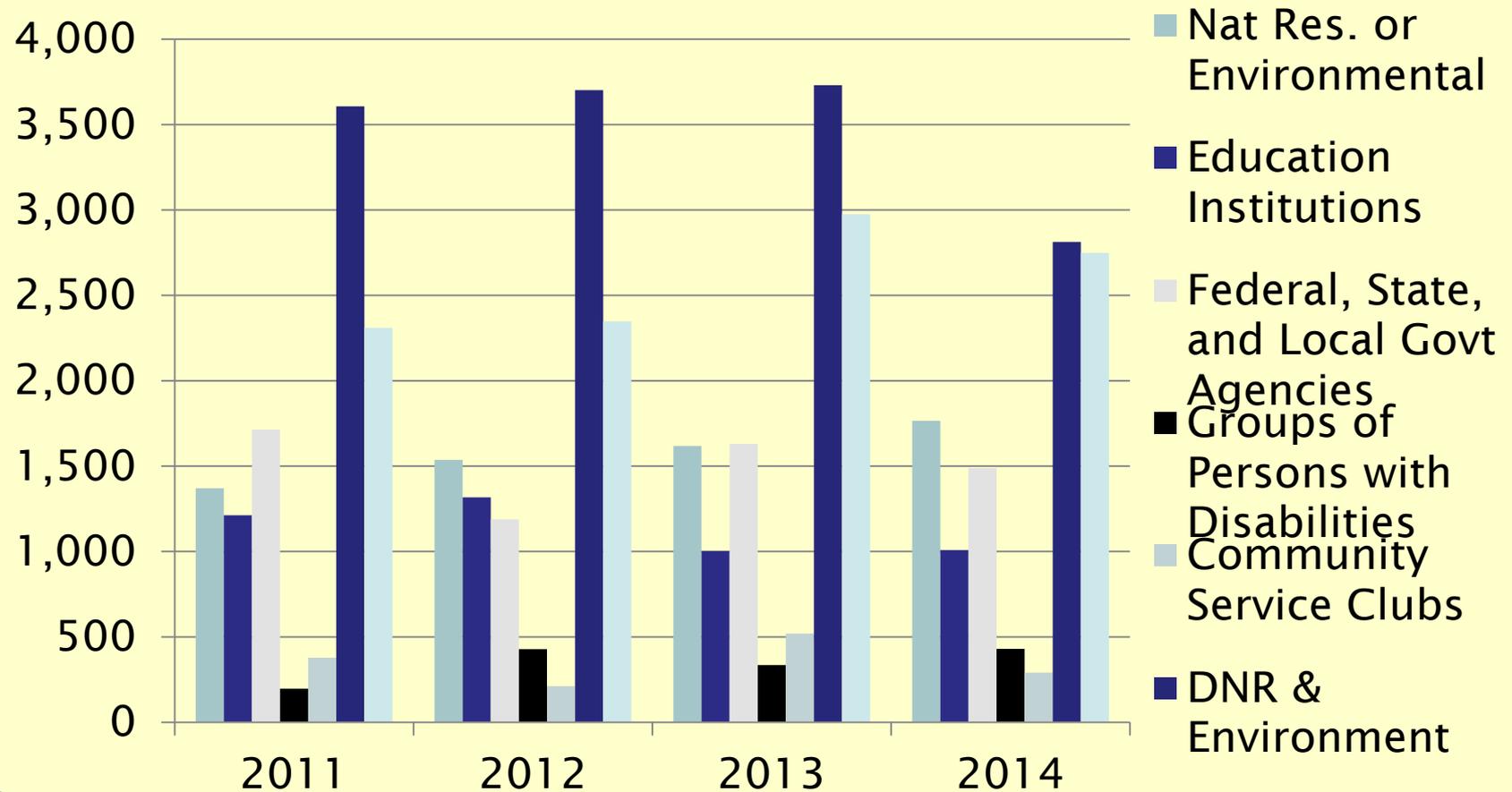
NOTE: Sunday March 15th was the busiest day with 11,563 visitors



Snowmobile Permit Sales – Sep to Apr



Ralph A. MacMullan Conference Center Use Types - Participants



Ralph A. MacMullan Conference Participants

Total R.A.M. Center Usage

