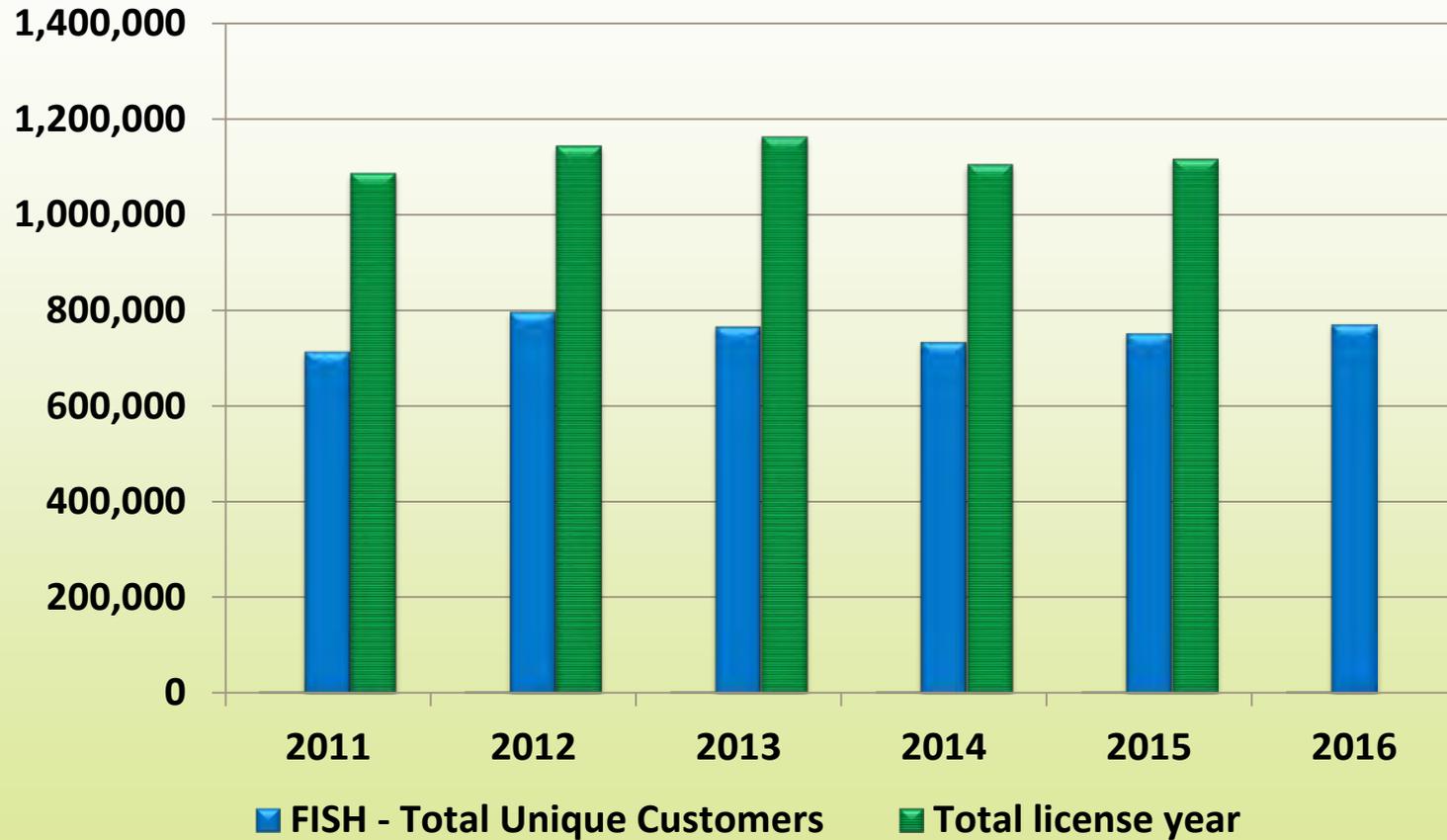




Licenses and Permits Sales Report

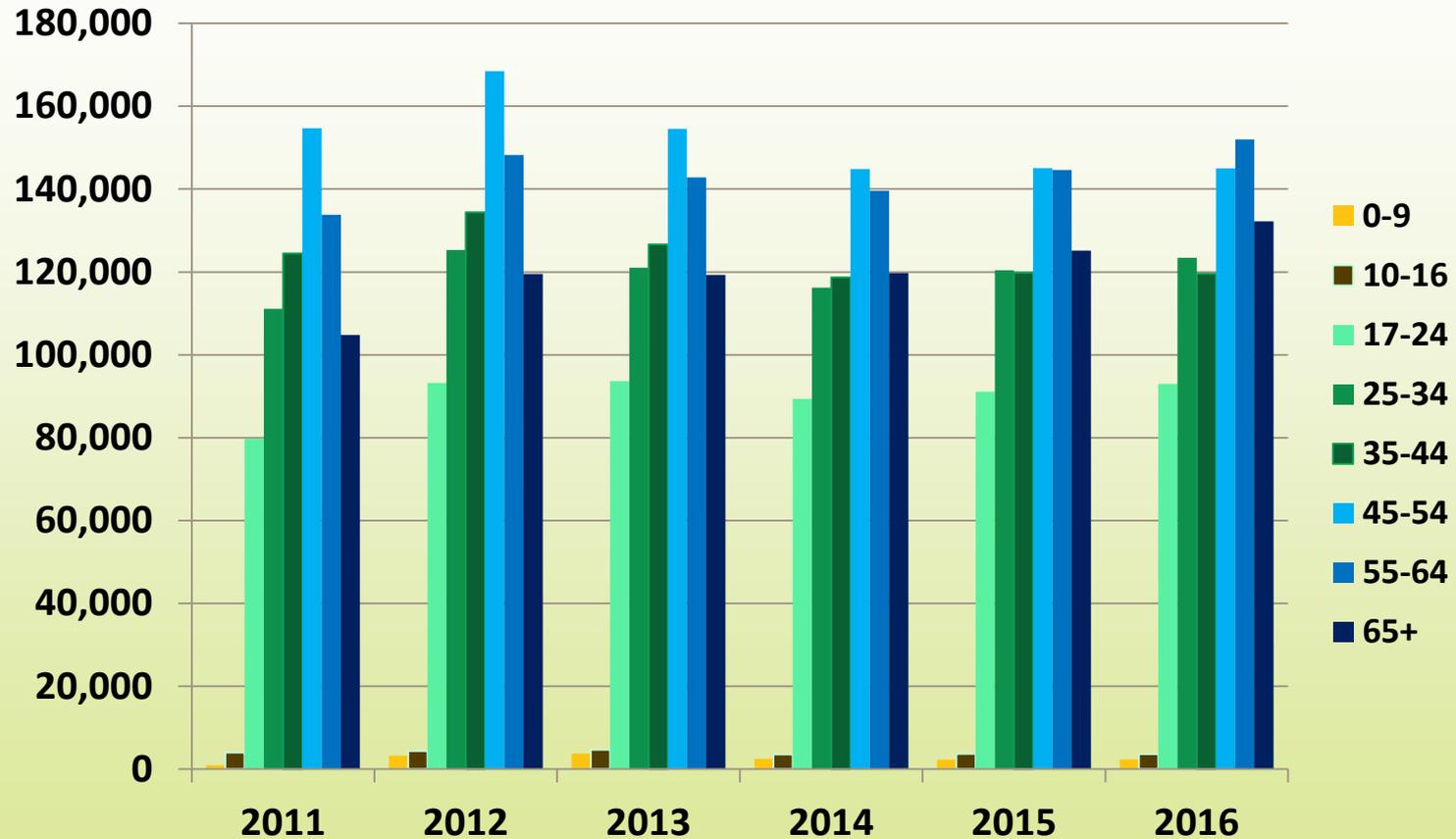
Presented to the
Natural Resources Commission
July 14, 2016

Fishing Customers - YTD



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

Fishing Customers by age - YTD

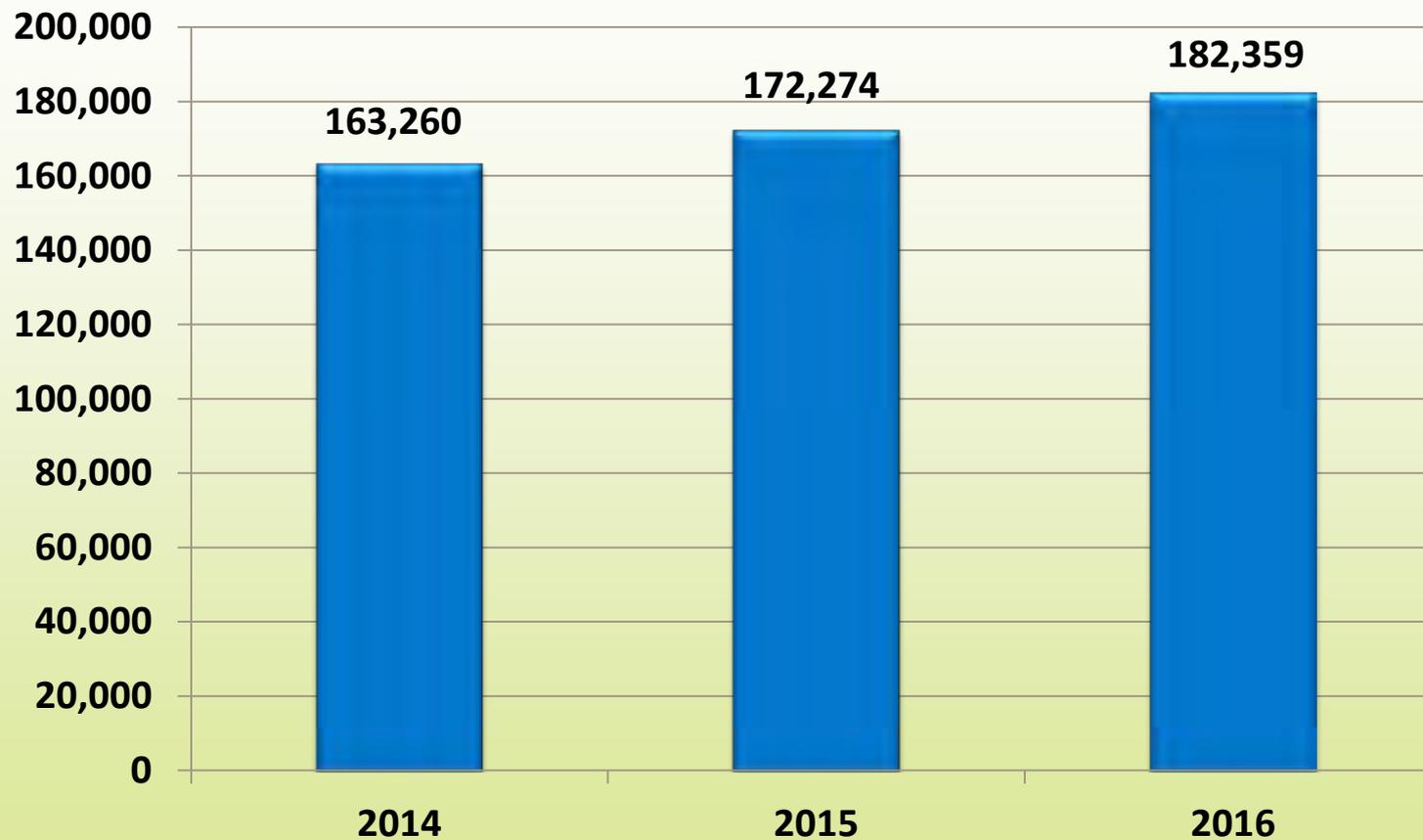


Female Fishing Customers – YTD



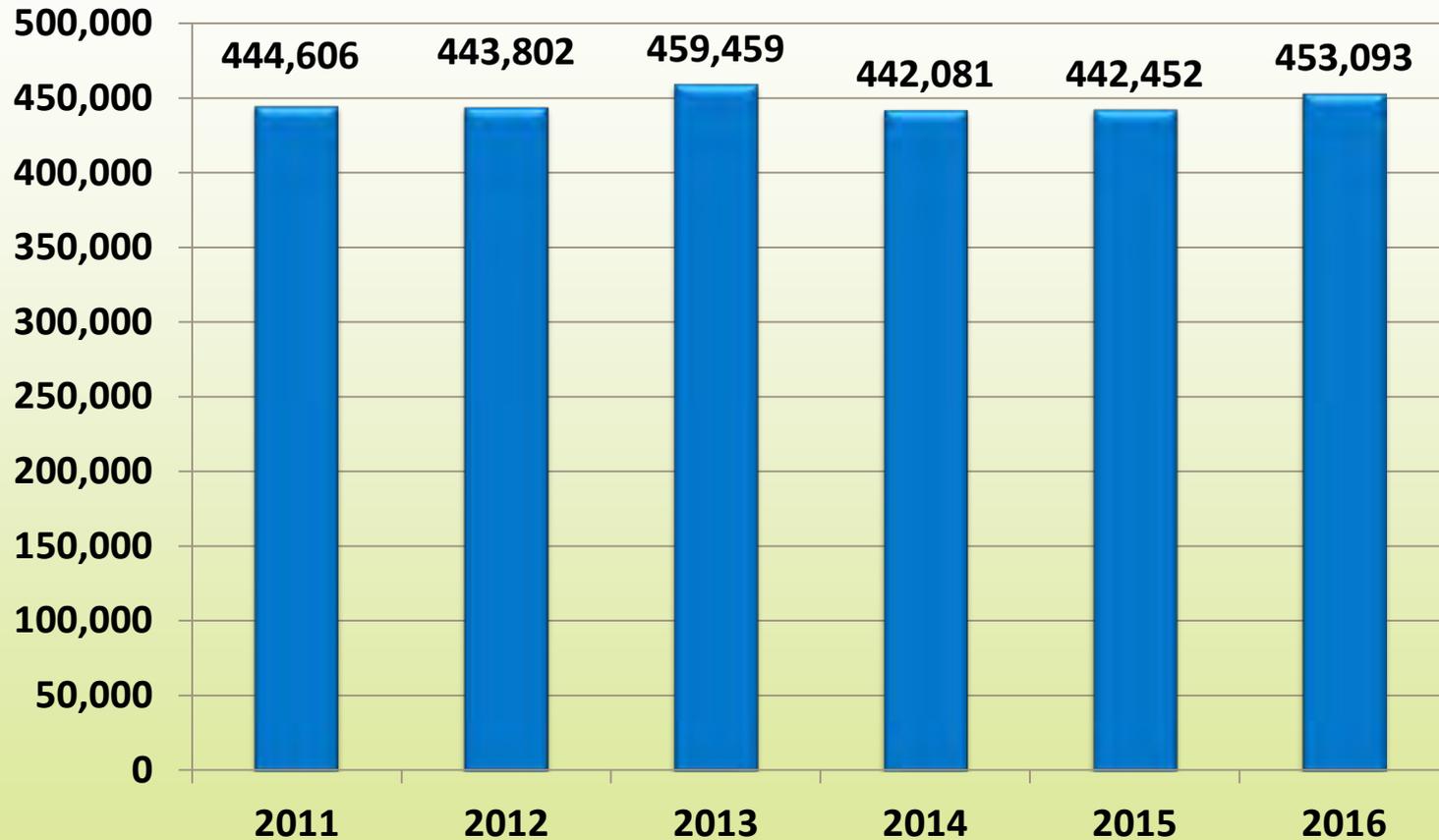


New Fishing Customers - YTD



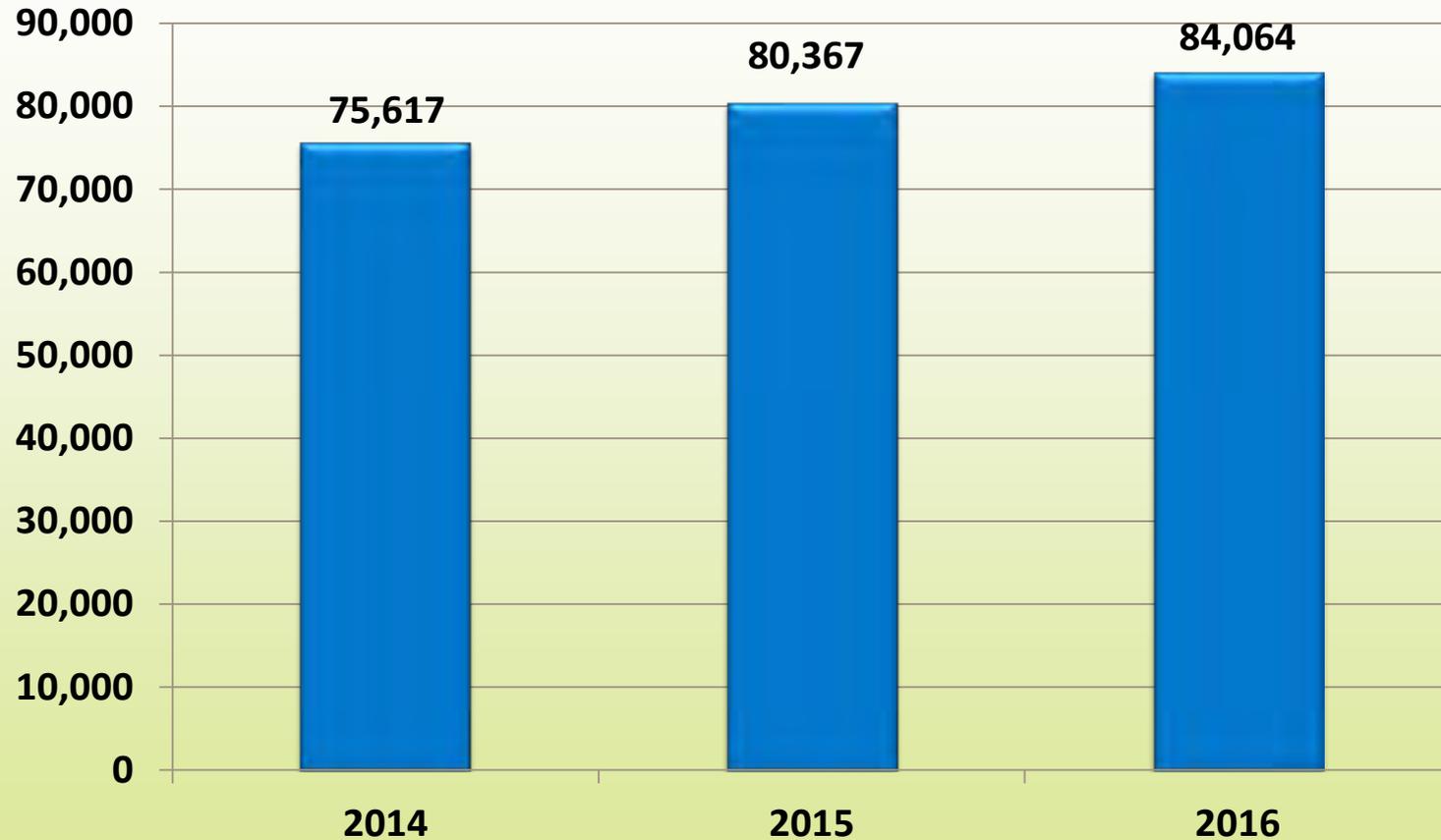


Repeat Fishing Customers – YTD



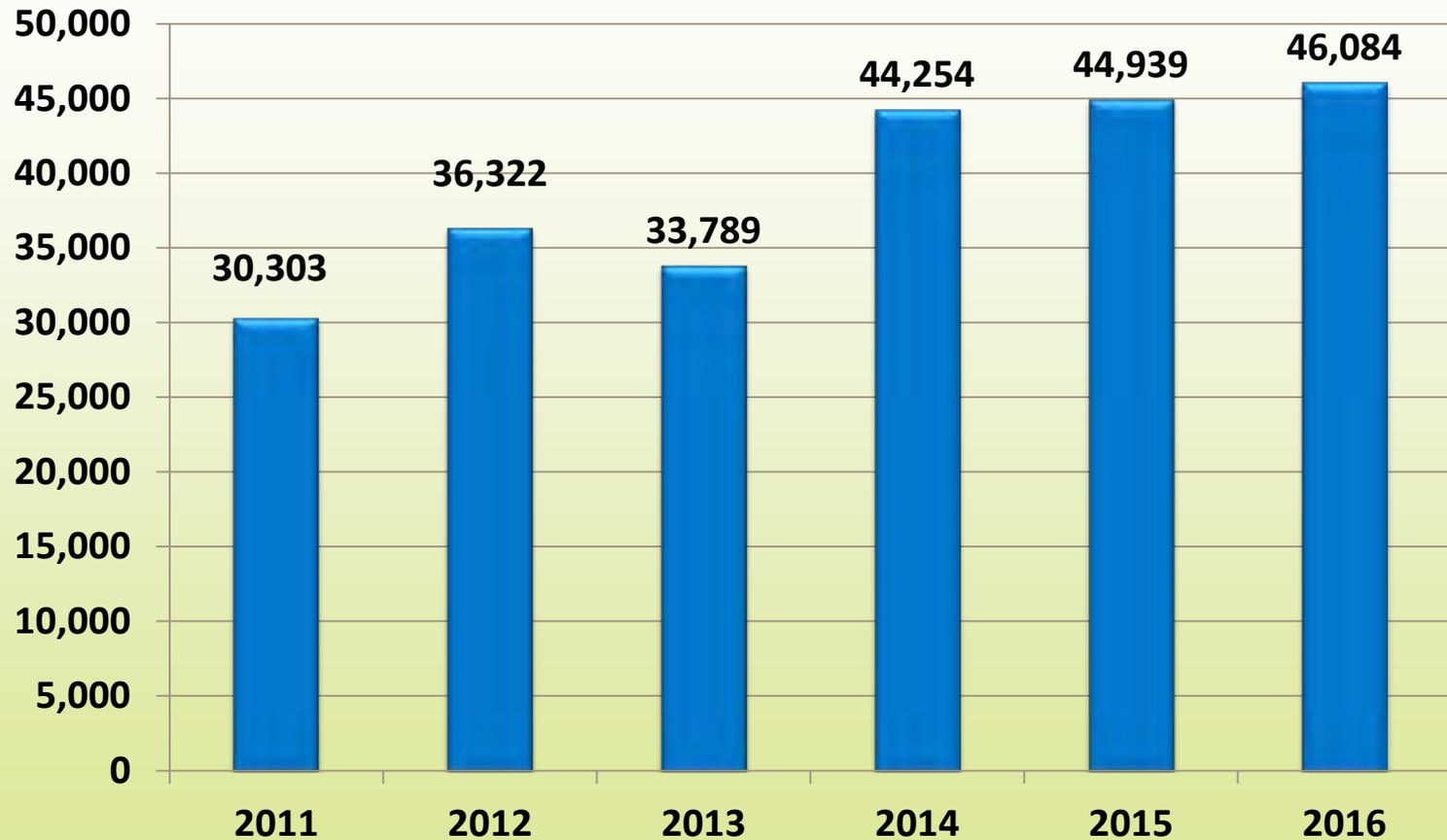


Est. Nonresident Fishing Customers - YTD

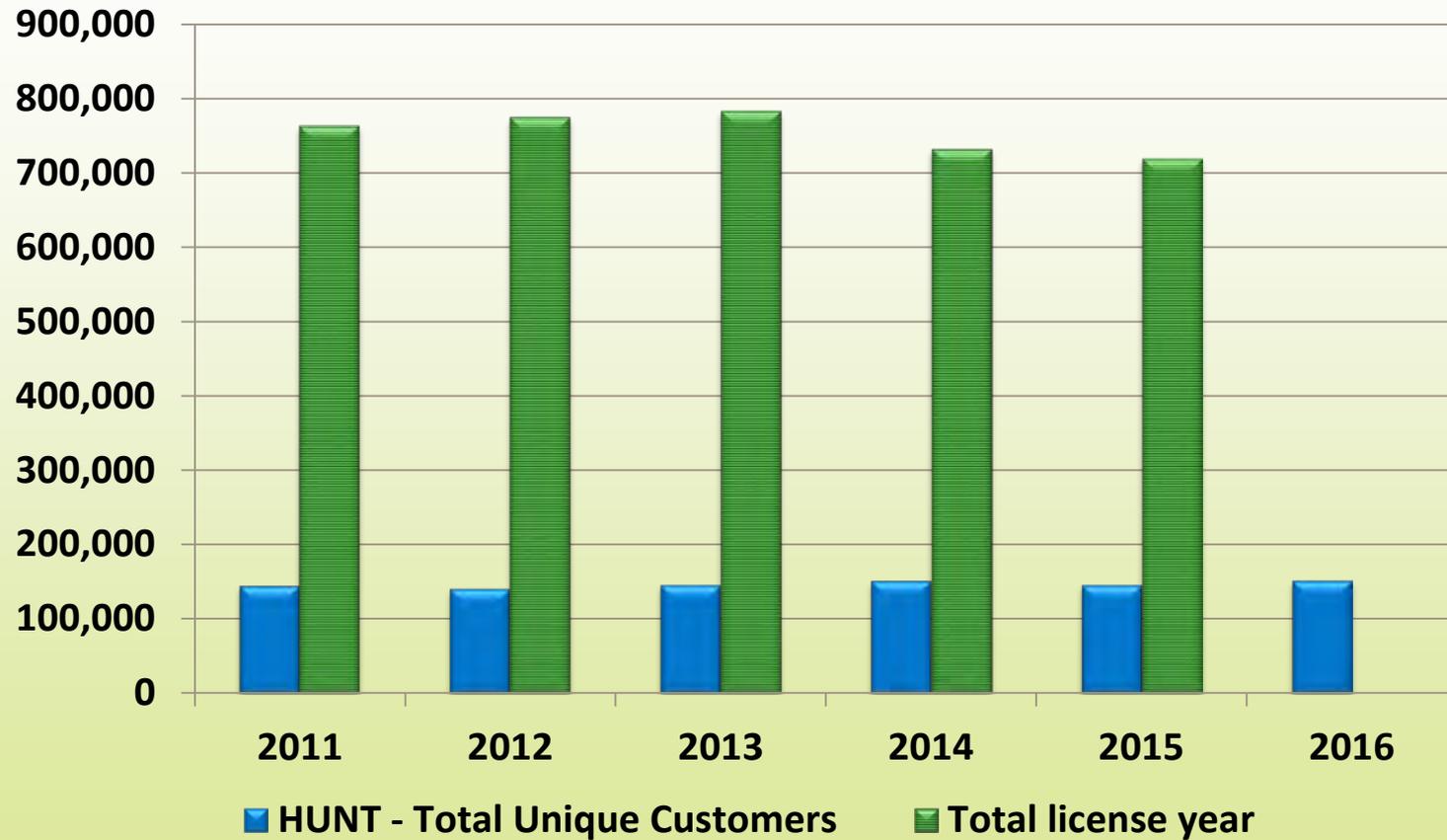




Fishing Customers buying short term licenses (1 or 3 day) - YTD



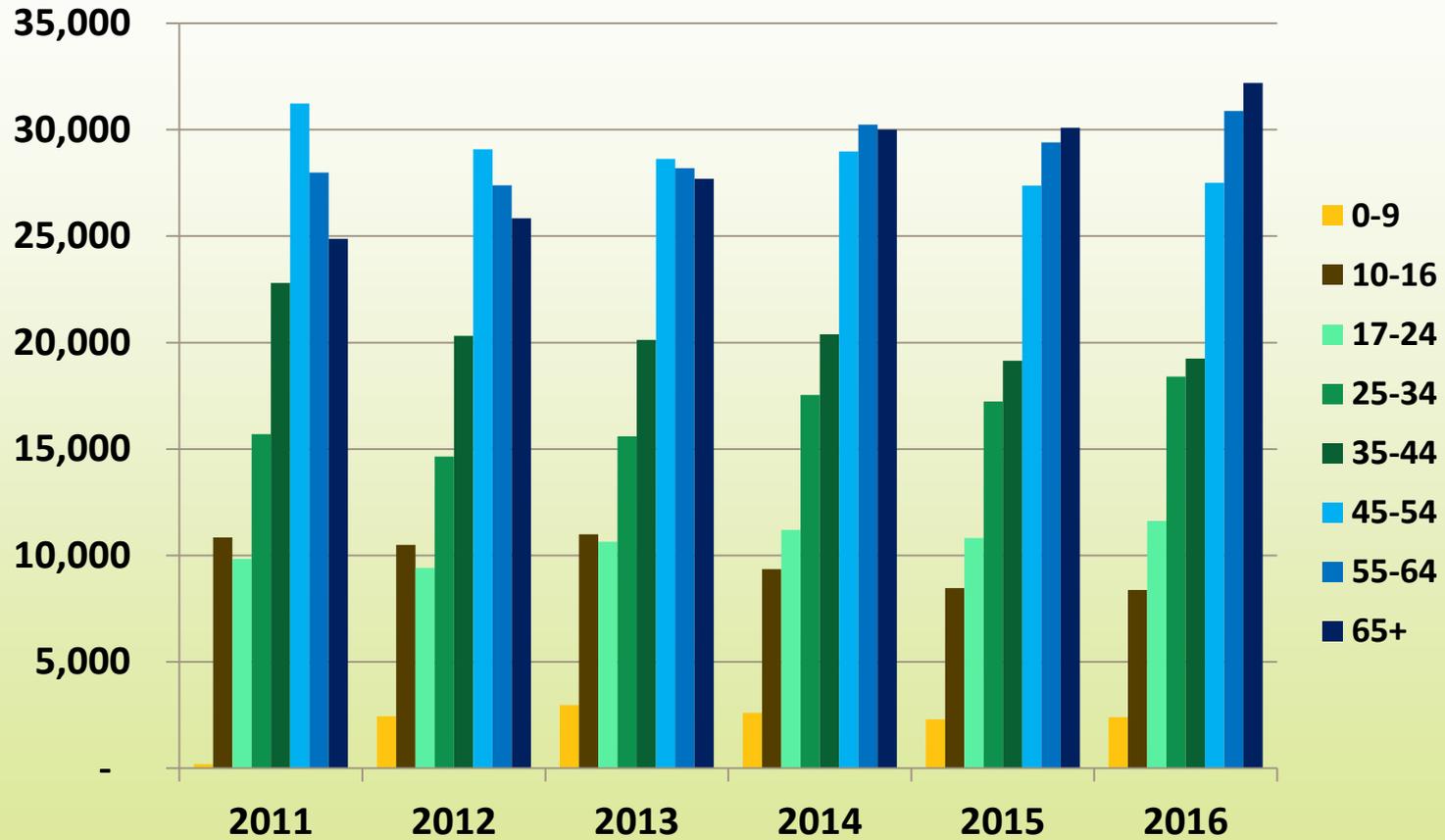
Hunting Customers - YTD



Blue bar represents license year to end of previous month.

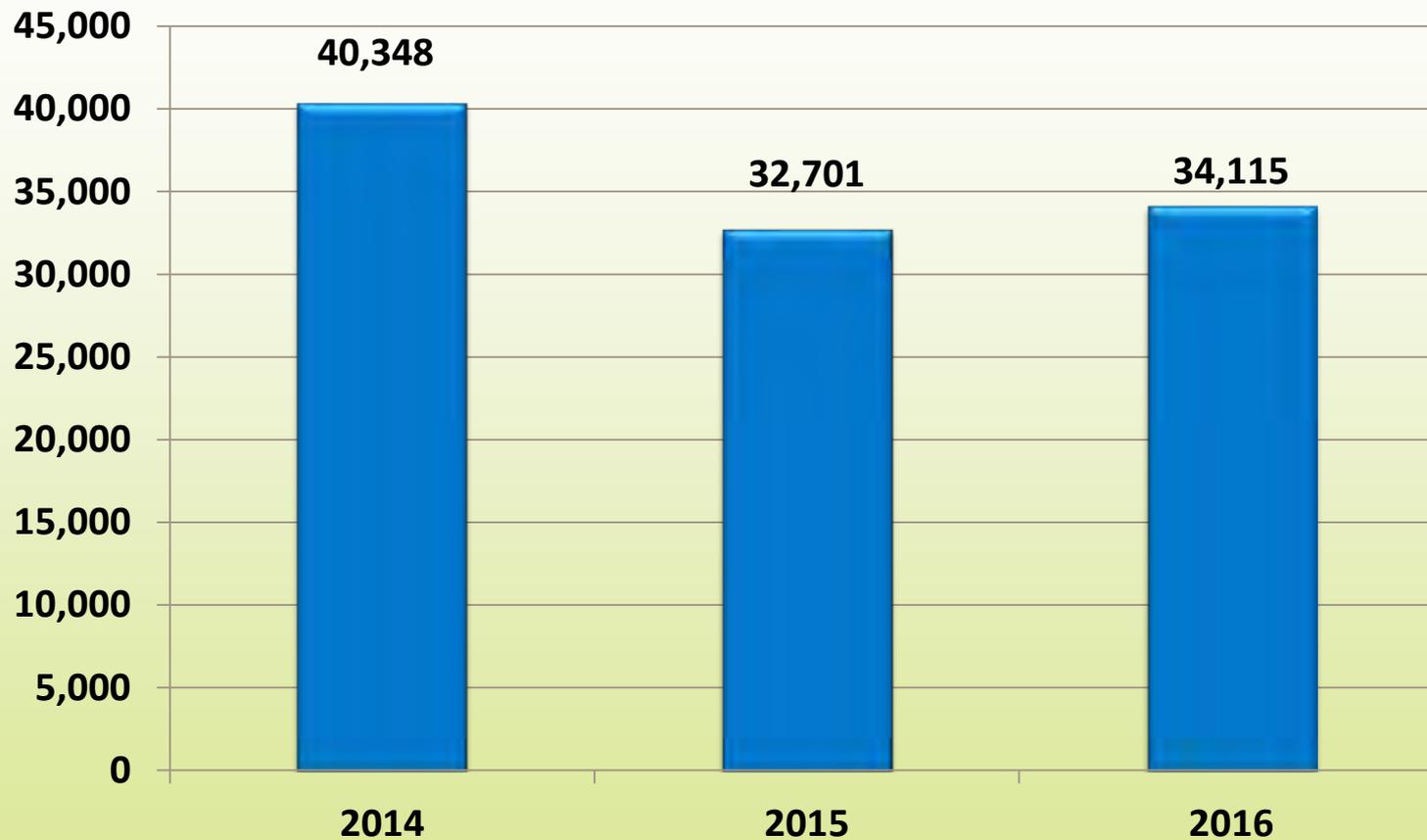
Green bar represents entire license year.

Hunting Customers by age - YTD

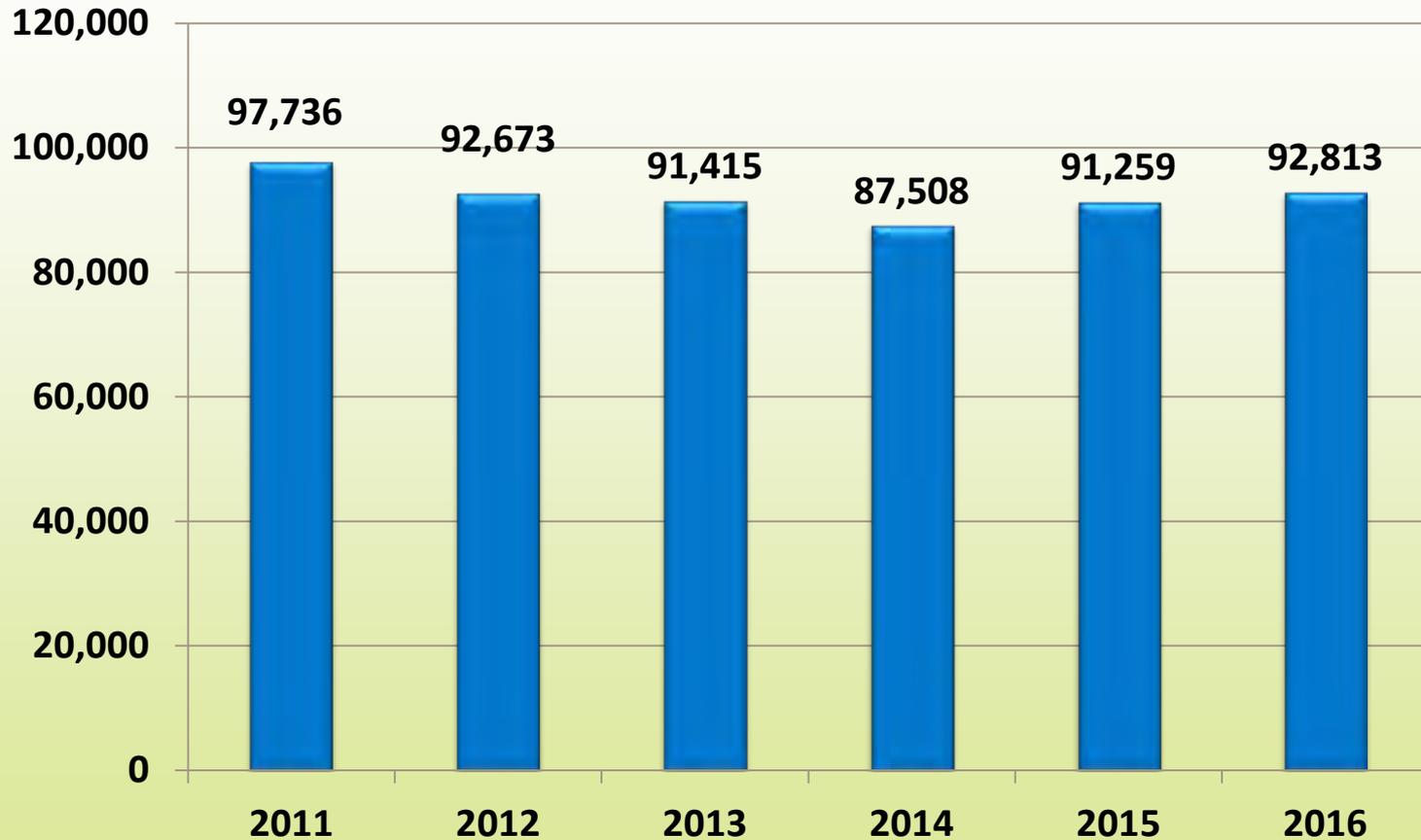




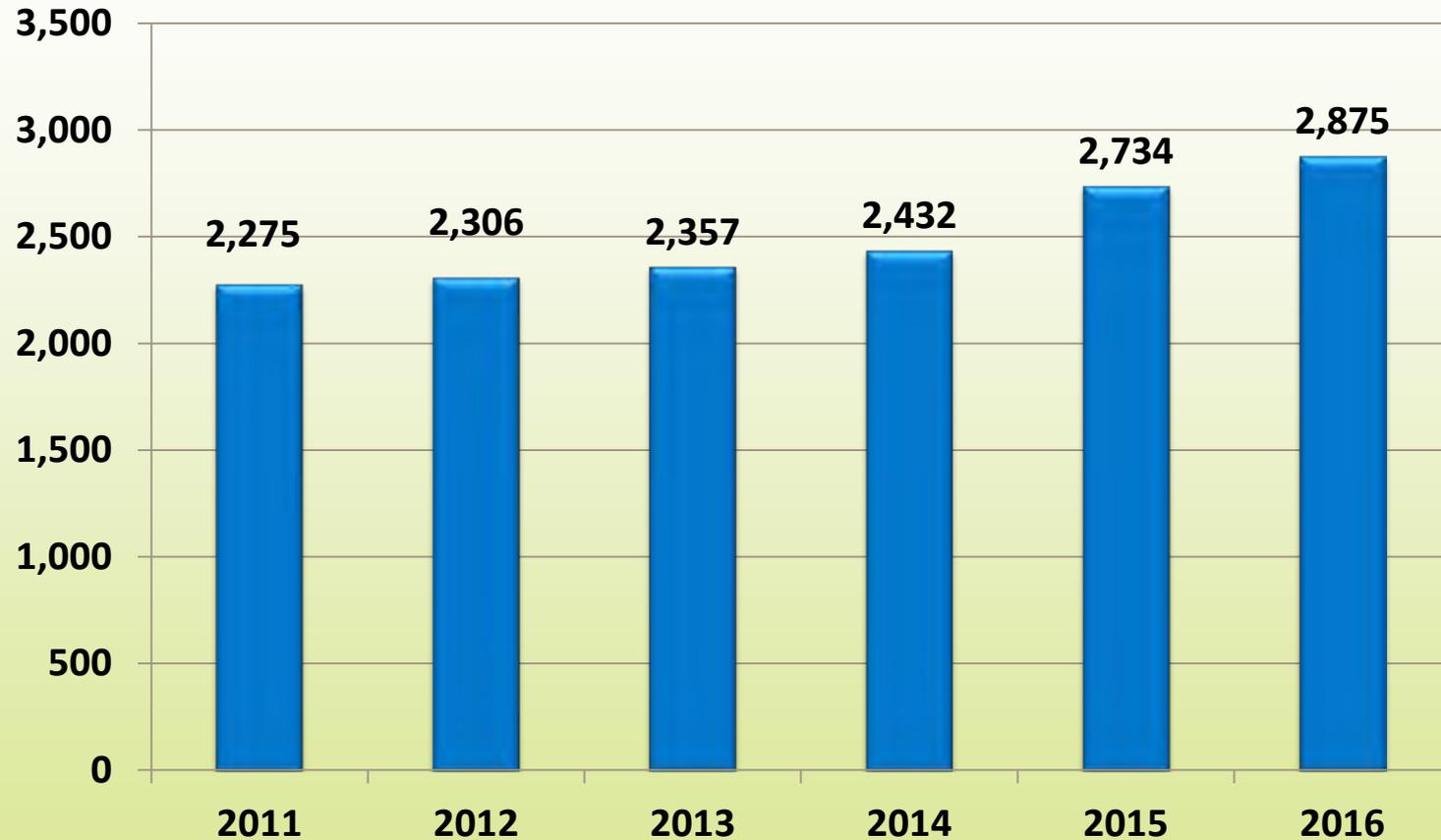
New Hunting Customers - YTD



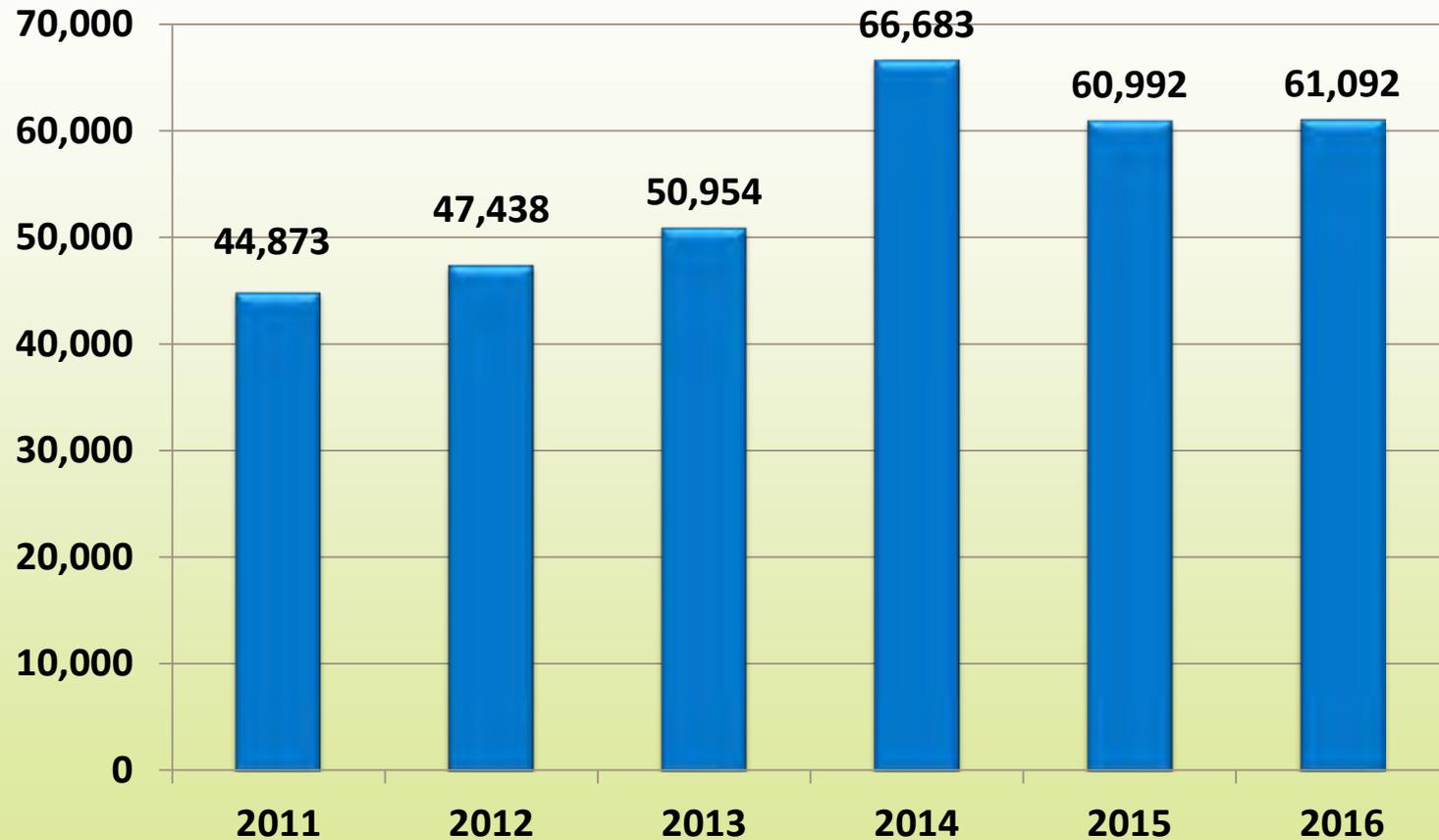
Repeat Hunting Customers - YTD



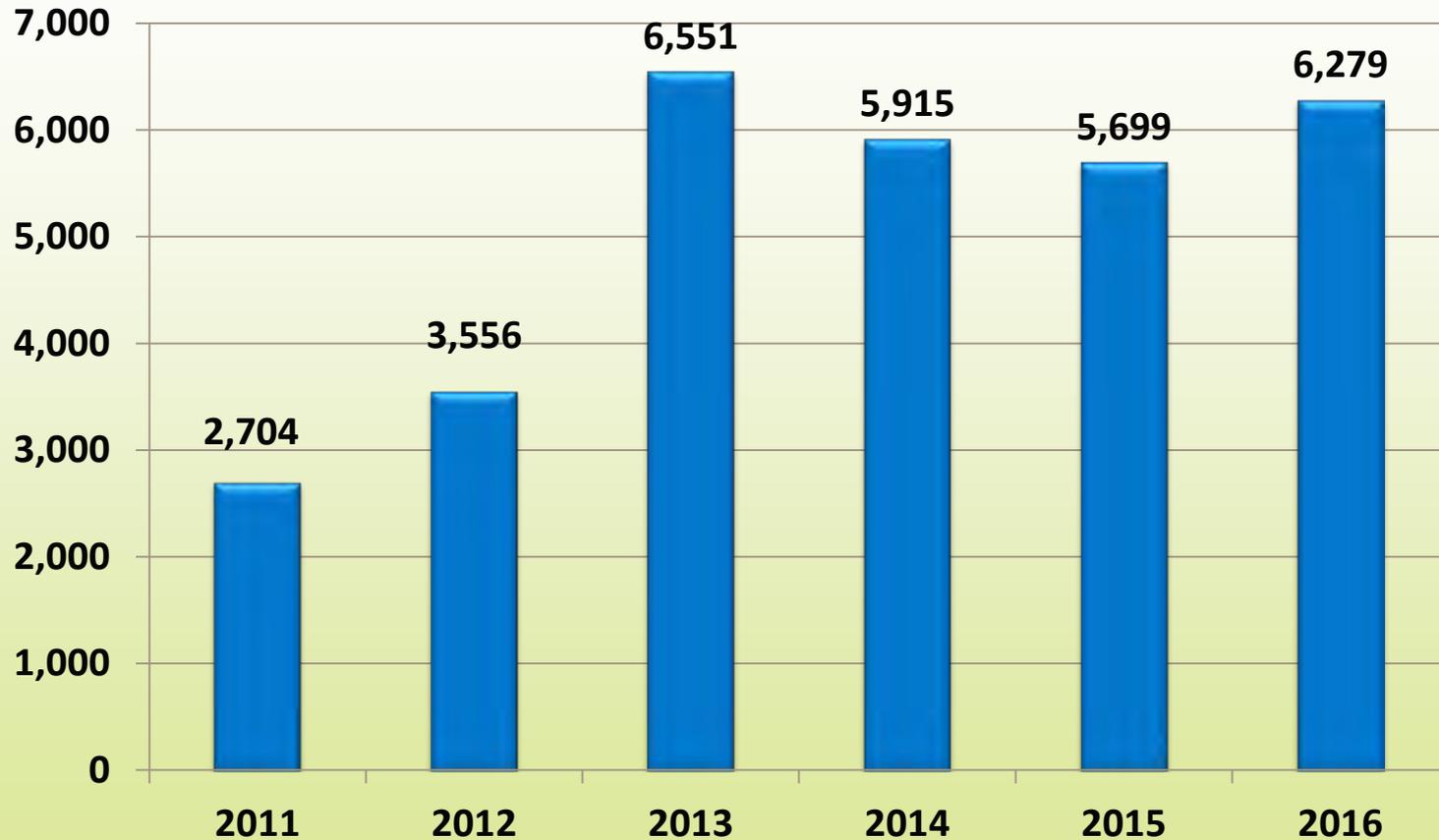
Nonresident Hunting Customers - YTD



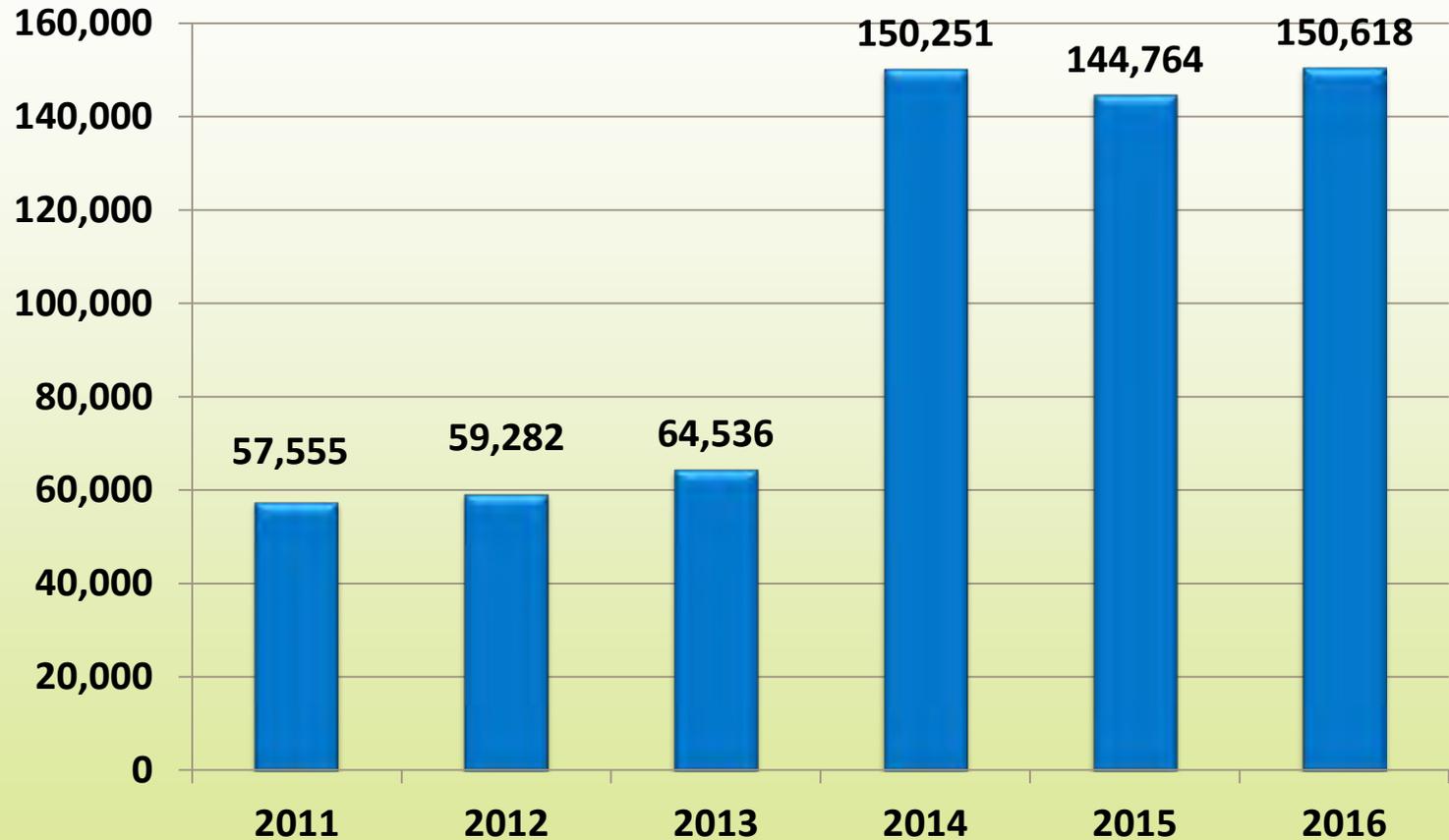
Deer License Customers - YTD



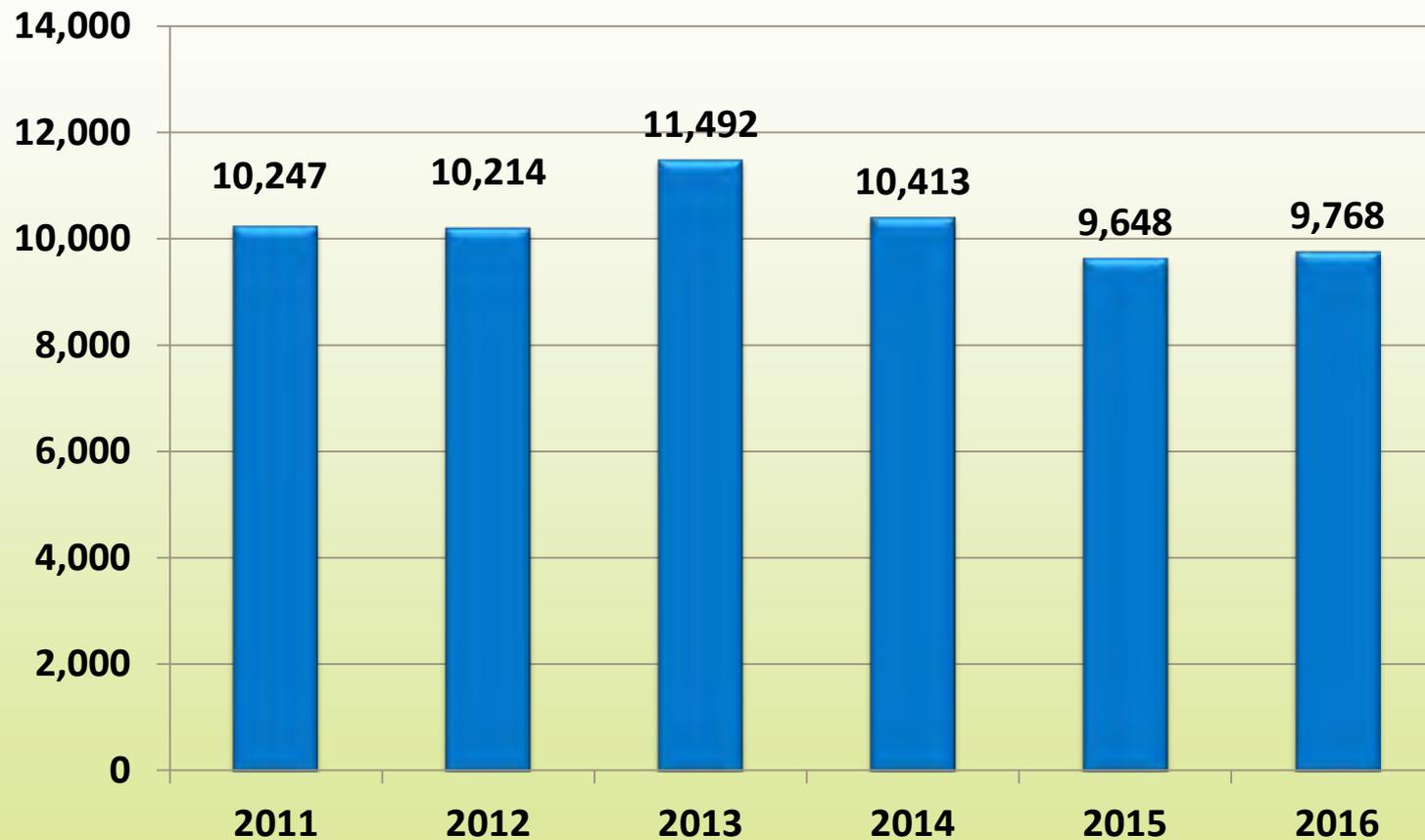
Pure Michigan Hunt Applicants - YTD



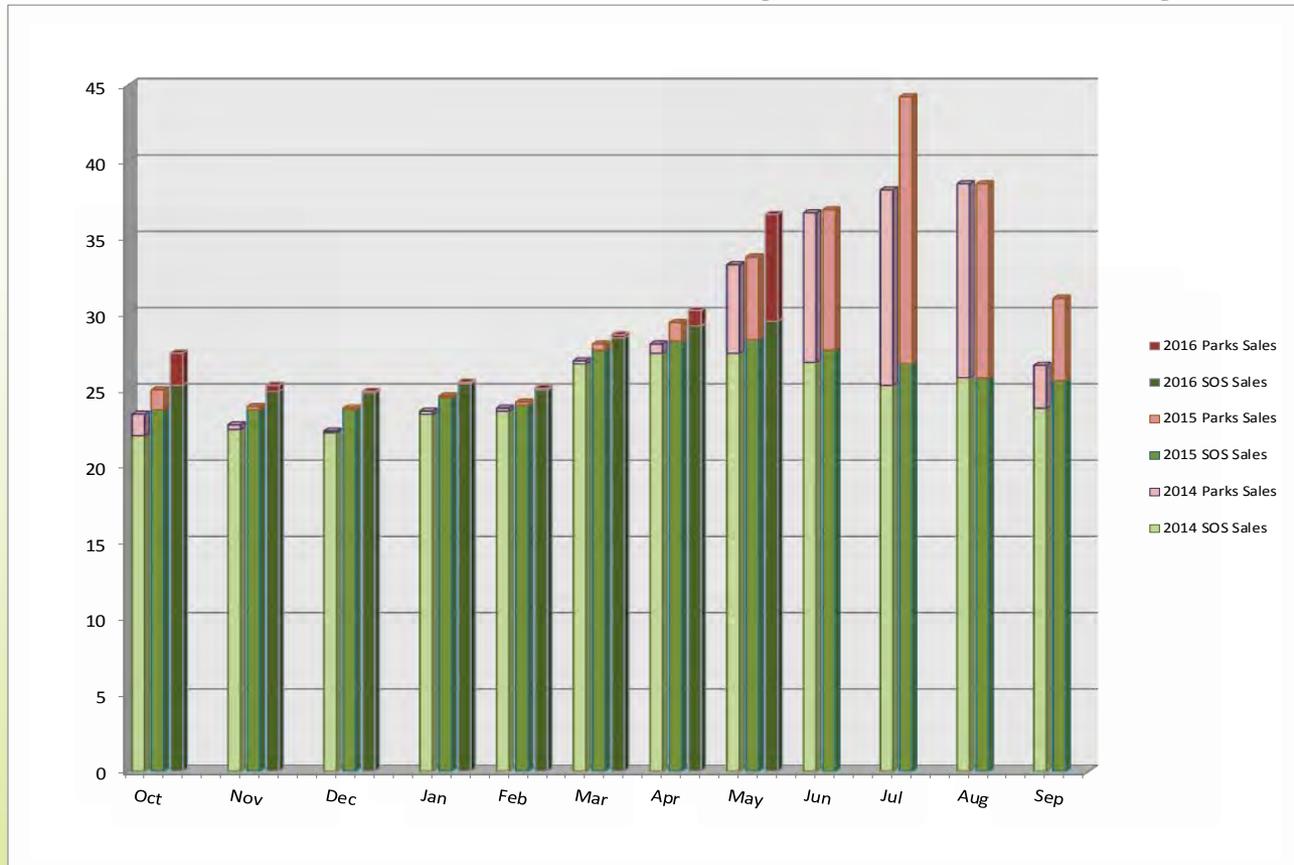
Small Game Customers - YTD



Waterfowl Customers - YTD



Recreation Passport – May



Actual 27.3% for FY 2012

Actual 26.6% for FY 2013

FY15 October – May 26.7%

Actual 28.5% for FY2014

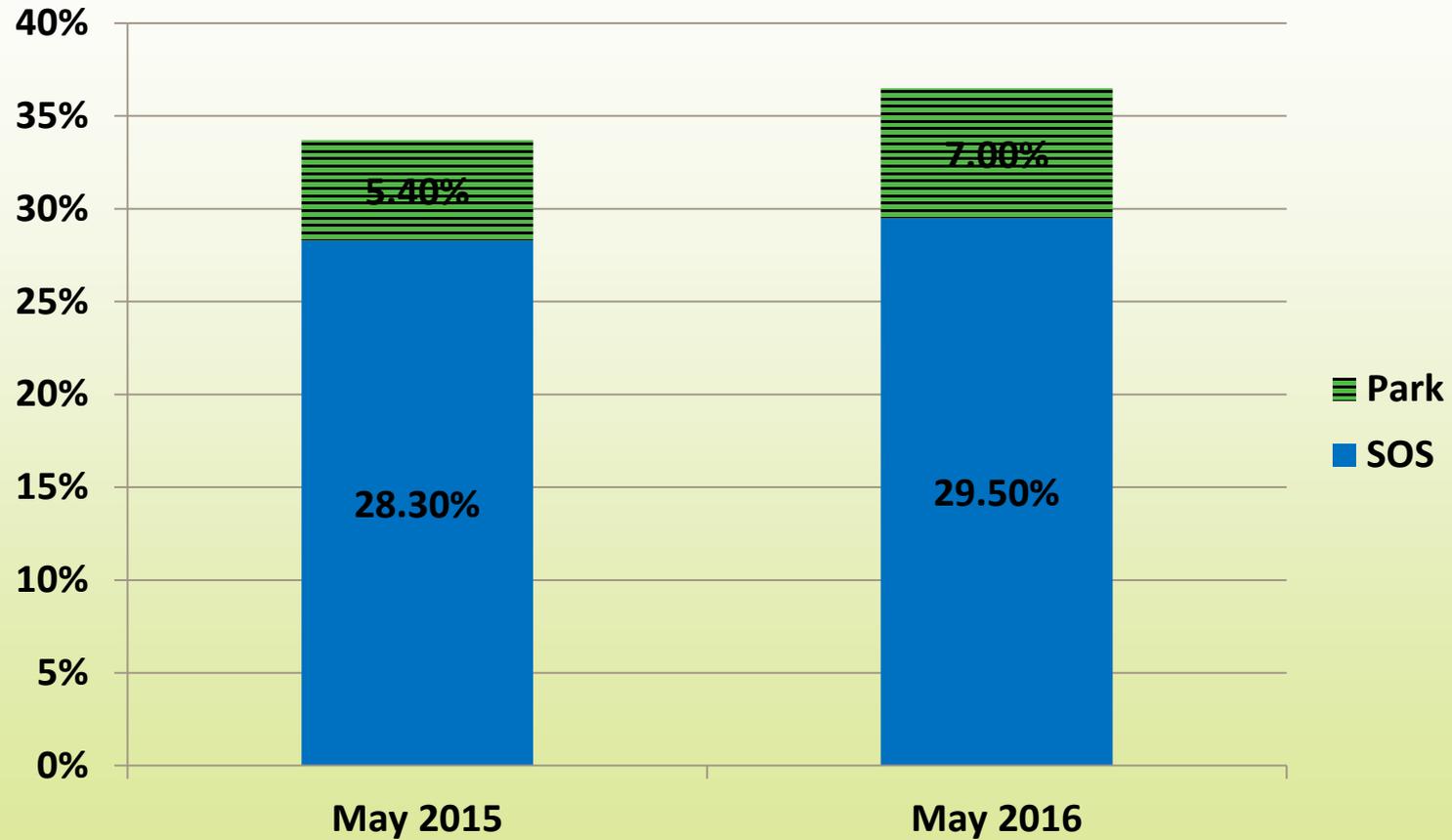
Actual 30.4% for FY2015

FY16 October – May 28.0%

May 2015 – 33.7%

May 2016 – 36.5%

Percentages Sold at SOS and Parks

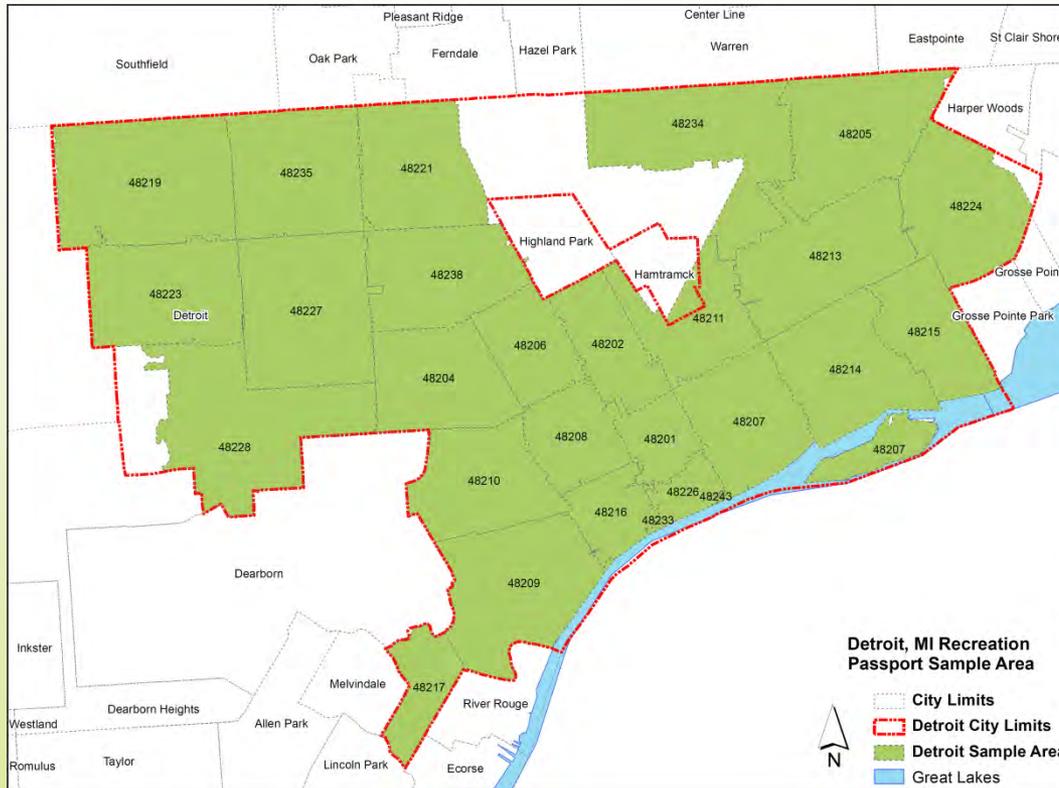


Recreation Passport Churn Rates

- **May 2016**

- Lost 16,095 former passport purchasers from 2015 to 2016
- Gained 18,924 new passport purchasers from 2015 to 2016
 - Net **gain** of 2,829 for May, 2016
 - Net **gain** of 1,597 for April, 2016

Recreation Passport – Detroit Sold at Secretary of State Office



Recreation Passport comparison May 2015 and 2016

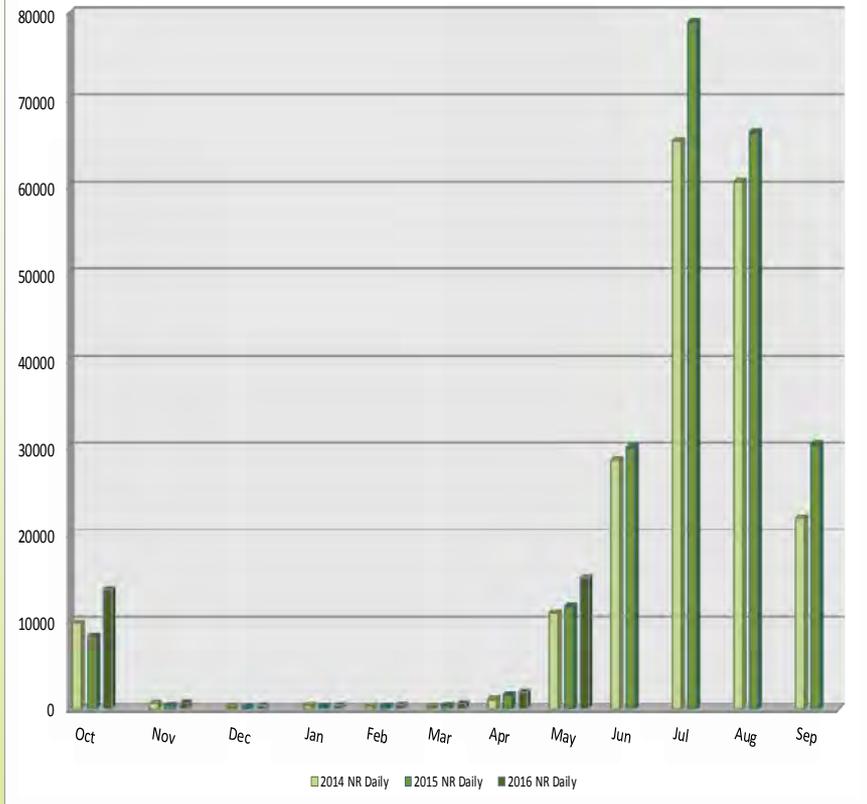
Statewide: + 1.19% from 28.22% to 29.41%

Detroit: + 0.14% from 35.83% to 35.97%

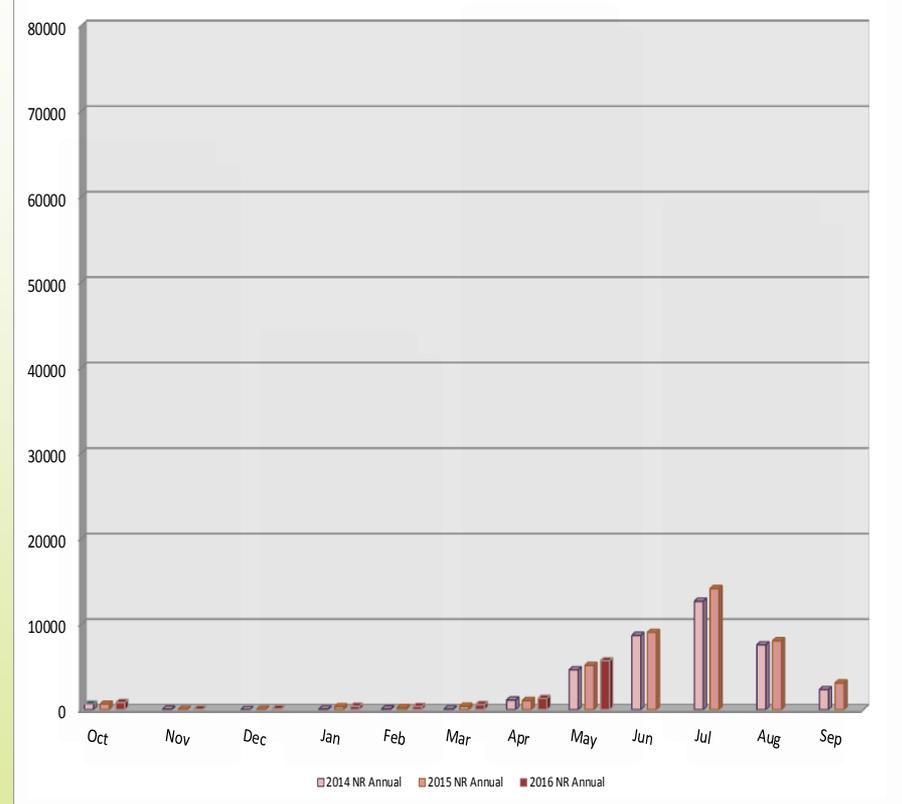


Non-Resident Recreation Passport – May

Daily



Annual



FY 2014 NR Daily Total – 200,216 May 2015 – 11,791

FY 2015 NR Daily Total – 228,937 May 2016 – 15,113

FY15 October – May 23,218

FY16 October – May 33,454

FY 2014 NR Annual Total – 38,053 May 2015 – 5,181

FY 2015 NR Annual Total – 42,318 May 2016 – 5,727

FY16 October – May 7,954

FY16 October – May 9,411



Total Lodging Reservation Nights – June

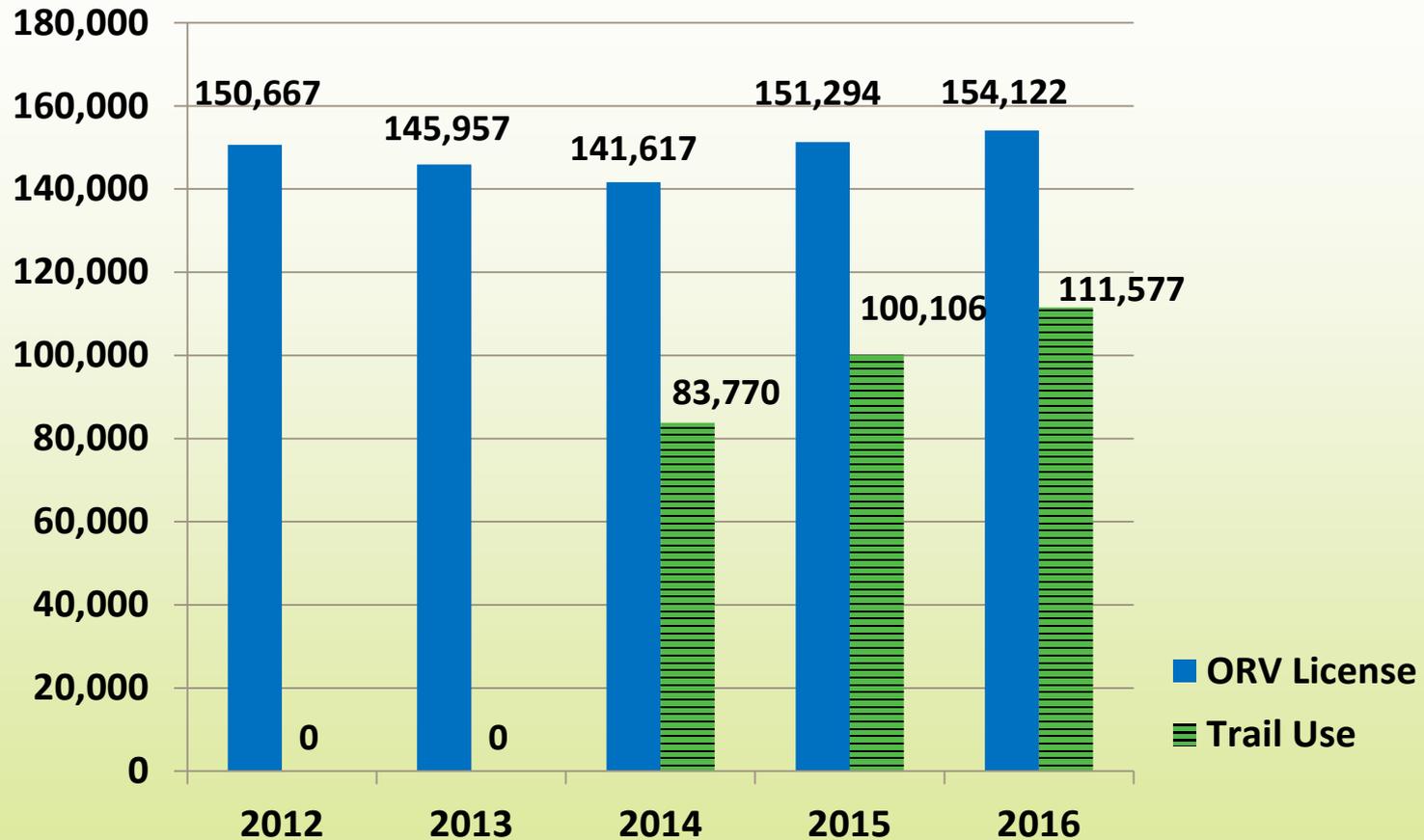
	FY 2013	FY 2014	FY 2015	FY 2016	% Change FY15 to FY16
Nights	607,129	699,668	755,275	832,770	+10.3%

Total Harbor Reservation Nights – June

	2015	2016	% Change 2015 to 2016
Nights	31,326	37,516	+19.8%

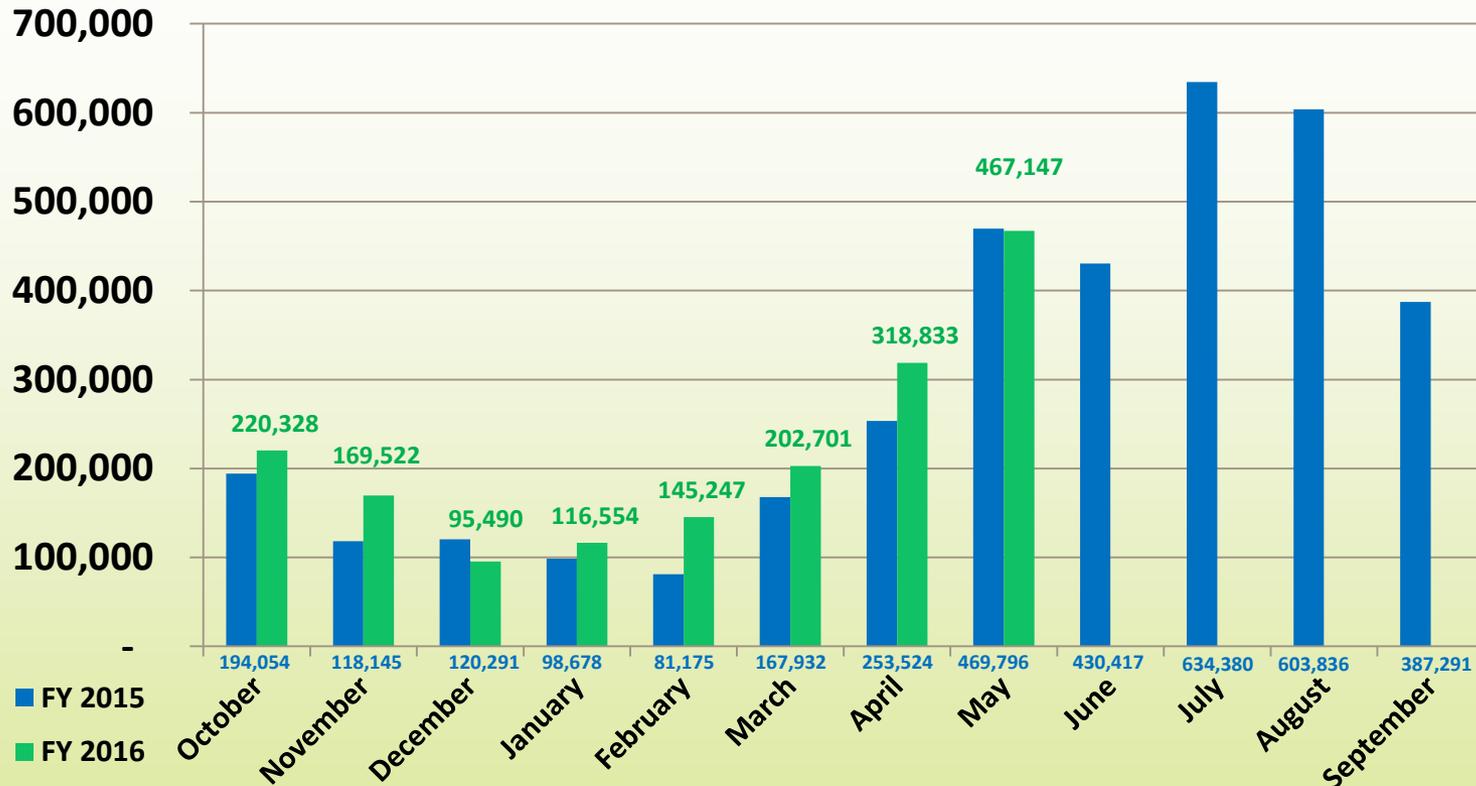


ORV License Sales Through June



% Change From 2015 to 2016
ORV License: +1.9% Trail Use: +11.5%

Belle Isle Average Monthly Attendance

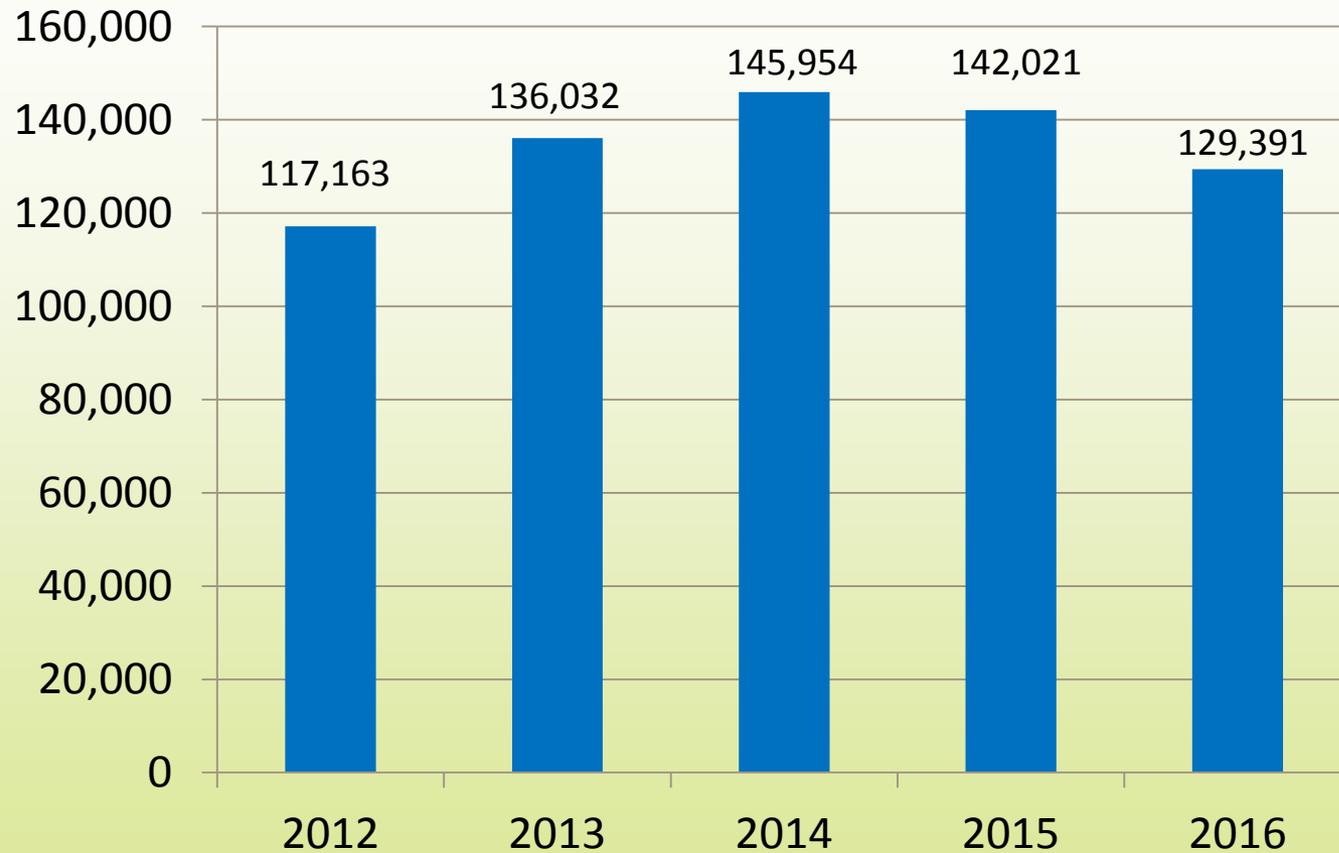


FY15 October – May **1,503,595**
FY15 Oct – Sep Total **3,559,519**

FY16 October – May **1,735,822**
CY15 Jan – Dec Total **3,612,369**



Snowmobile Permit Sales September Through June



% Change From 2015 to 2016: **-8.89%**