Thematic Issues	Transient V. Survey Current Visitors (n=532)	Overnight V. Survey Past Visitors (n=268)	Potential Market S. Future Visitors (n=302)	Residents Survey County Residents (n=518)	Business Survey County Businesses (n=87)
Tourist Market					
	81% MI	73% MI	Southern MI		67% (avg.) tourists are from MI
	5% IL	5% IL	Northeastern IL		MI tourists:
	3% IN	6% IN	Northern IN		63% (avg.) southern MI
	1% OH	6% OH			Non-MI tourists:
	10% other states	10% other states			38% (avg.) IL
					24% (avg.) IN
Travel Characteristics					
General			95% traveled anywhere in past 3 yrs	16% take guests only to places outside the county (< 60 mi)	Hours of operation in summer:
		71% travel with family	81% travel with family		74% open Mon - Fri 8 am – 6 pm
		26% travel with friends	44% travel with friends		51% open Sat – Sun 8 am – 6 pm
	80% repeat visitors	94% repeat visitors	79% have been to the region in the past		Hours of operation in fall:
	2.7 persons – avg. travel party size	3.5 persons – avg. travel party size	70% weekend trip to MI		59% open Mon - Fri 8 am – 6 pm
	35.7 – avg. age of travel party	40.3 – avg. age of travel party	28% vacation trip to MI		39% open Sat – Sun 8 am – 6 pm
		$574 – avg. spending per trip			Hours of operation in winter
					51% open Mon - Fri 8 am – 6 pm
					31% open Sat – Sun 8 am – 6 pm
					Hours of operation in spring:
					53% open Mon - Fri 8 am – 6 pm
					35% open Sat – Sun 8 am – 6 pm

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Overnight Stay	• 4.3 nights - avg. • 35% other home • 32% camping / cottage • 15% hotel / motel / B&B	• 3.5 nights - avg. • 56% hotel / motel / B&B • 29% camping / cottage • 13% other home	• Take overnight pleasure trips year round • 2 – 4 nights - median stay in hotels/motel/B&Bs • 3 – 5 nights - median stay on campgrounds		
Tourist Activities	Interest in activities: • 61% camping • 53% boating • 47% canoeing / kayaking • 45% general sightseeing • 43% dining out	Participation in activities in the area: • 66% dining out • 44% general sightseeing • 41% shopping • 40% hiking / walking • 29% swimming (lake / river)	General participation in activities: • 74% dinning out • 74% sightseeing • 60% VFR • 56% visiting historic site • 55% shopping	Guests' participation in activities: In county: • fishing • hiking • sightseeing • shopping Outside county: • shopping • dining • sightseeing • gaming	• 61% sales to tourists • 67% last-yr business was OK • 30% last-yr business successful • 42% have served more tourists recently
Marketing / Promotion					
Planning Horizon	• 75 days avg. • 61% planned a trip within 30 days	• 86 days avg. • 53% planned a trip within 30 days	• 90 days avg. for vacation • 52% plan a vacation trip within 60 days • 25 days avg. for a weekend trip • 59% plan a weekend trip within 14 days • 83% will likely visit the area in next 3 yrs • 34% will definitely visit the area in the near future		

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Trip Planning Sources		• 36% - friends / relatives • 34% - Internet • 24% - word of mouth • 18% - travel brochures	• 74% - friends / relatives • 67% - word of mouth • 65% - Internet • 50% - travel brochures		• 71% chamber of commerce • 61% Internet • 59% local visitor guide • 55% newspaper • 38% CVB
Attracting Visitors	• Fishing (mentioned in each season) • Camping (mentioned in 3 seasons) • Winter sports	• 18% improved road conditions and signage • 11% shopping opportunities • 11% dining opportunities (especially in the evening) • 6% cell phone coverage	• 15% better information / more promotion • 11% more variety of activities and entertainment • 9% better restaurants • 8% better road / traffic conditions • 8% better / more lodging • 8% better cost control • Fishing (mentioned in 3 seasons) • Shopping mentioned (in each season) • Winter sports	• 18% more overall promotion and to specific regions and groups • 10% more variety of attractions and events • 8% more restaurant choices • 7% more shopping opportunities • 7% improved infrastructure and access to natural resources • 91% support more ag-tourism • 88% support more festivals and trails • 85% support more museums / cultural sites & restaurants	• 74% advertised in the five-county region • 40% advertised in SW MI • 35% advertising in SE MI • 20% advertised outside MI: - IN – 22% - IL – 19% - OH – 18% • 38% did not advertise outside MI • 54% not planning to change hours of operation
Trip Factors in Decision-Making		• 1 – variety of attractions / activities • 2 – weather • 3 – family-friendly place	• 86% safety and security • 80% interesting scenery • 80% service quality • 69% cost • 64% variety of attractions/ activities		

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Tourism Issues					
	Traffic congestion	Traffic and road condition	Overcrowding in places	Road congestion	Need access to quality employees
	Weather	Overcrowding	High costs (gas, accommodations, etc.)	Overcrowding in places	Affordable wages and benefits required to retain employees
	Costs	Lodging quantity and quality	Traffic congestion	Deterioration of resources	State and local tax structure
	Road condition	Dining options	Distance	Disrespectful visitors	Cooperation from businesses in the area
				Strain on local infrastructure	Utility costs
Demographic Information					
			82% at least some college education	57% lived / owned property for more than 20 yrs	41% - 53% have up to 2 workers
	80% at least U.S. median income	78% at least U.S. median income	73% at least U.S. median income	21% pension (in households)	
			40.5 – avg. age in household	56 – avg. age	29 – avg. yrs of existence
	16% retired	23% retired		40% retired	
	66% employed full time	58% employed full time		43% employed full time	
Partnership / Tourism Organization					
				94% residents should be involved in tourism decision-making	48% interested in new / more partnerships in the area
				80% support additional tourism development	86% consider partnerships important
					51% support a more formalized regional tourism cooperation
Tourism Resources					
				66%+ tourism would have a positive impact on the county	
				Tourism is #1 desired industry for economic development	
				32% tourism should play a dominant role	
				50% tourism should play an equal role	
				73% tourism would improve local economy and job opportunities	