

Visitor Profile

Mason, Lake, Manistee Newaygo, Oceana

Data Compiled From
D. K. Shifflet & Associates
Direct Tabs® Directions

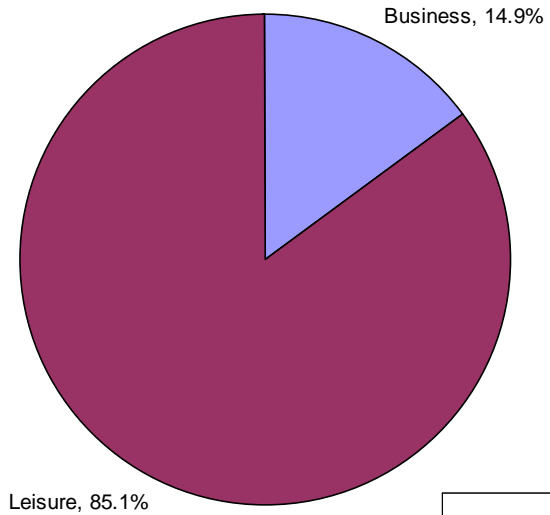
By Dave Smyth
Travel Michigan / MSU Extension

D.K. Shifflet & Associates *Directions*[®] Data

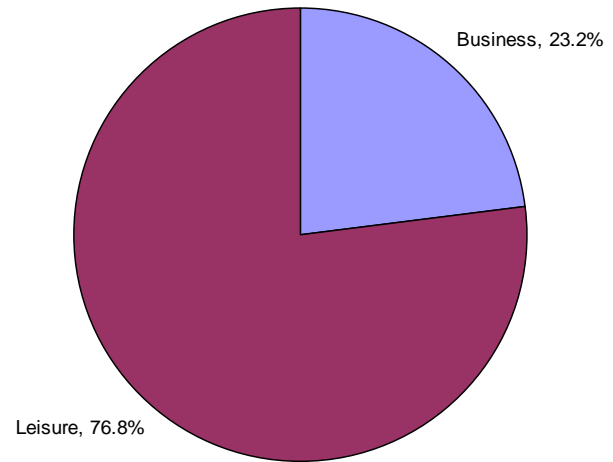
- The following data is from the DKS & A ***PERFORMANCE*** MonitorSM
- This is the largest ongoing monthly survey of US household travel behavior
- Each Mailing goes to 45,000 households per month, 12 months per year or 540,000 surveys annually
- 50% return rate, so about 260,000 surveys annually
- Each household reports its travel behavior for the last three months, with 1/3 reporting trips and a number report more than one trip resulting in 178,000 reported trips in the database.

Some Basics

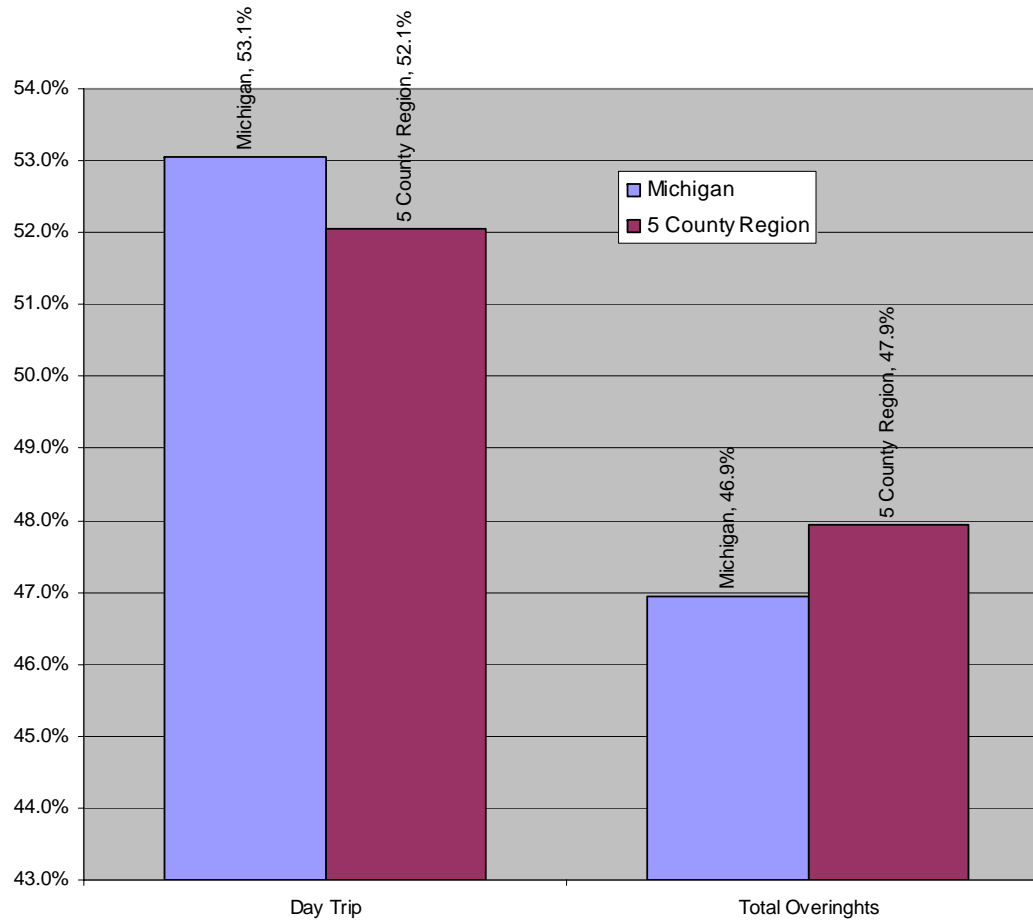
Business vs Leisure
5 County Area



Business vs Leisure
All Trips to Michigan

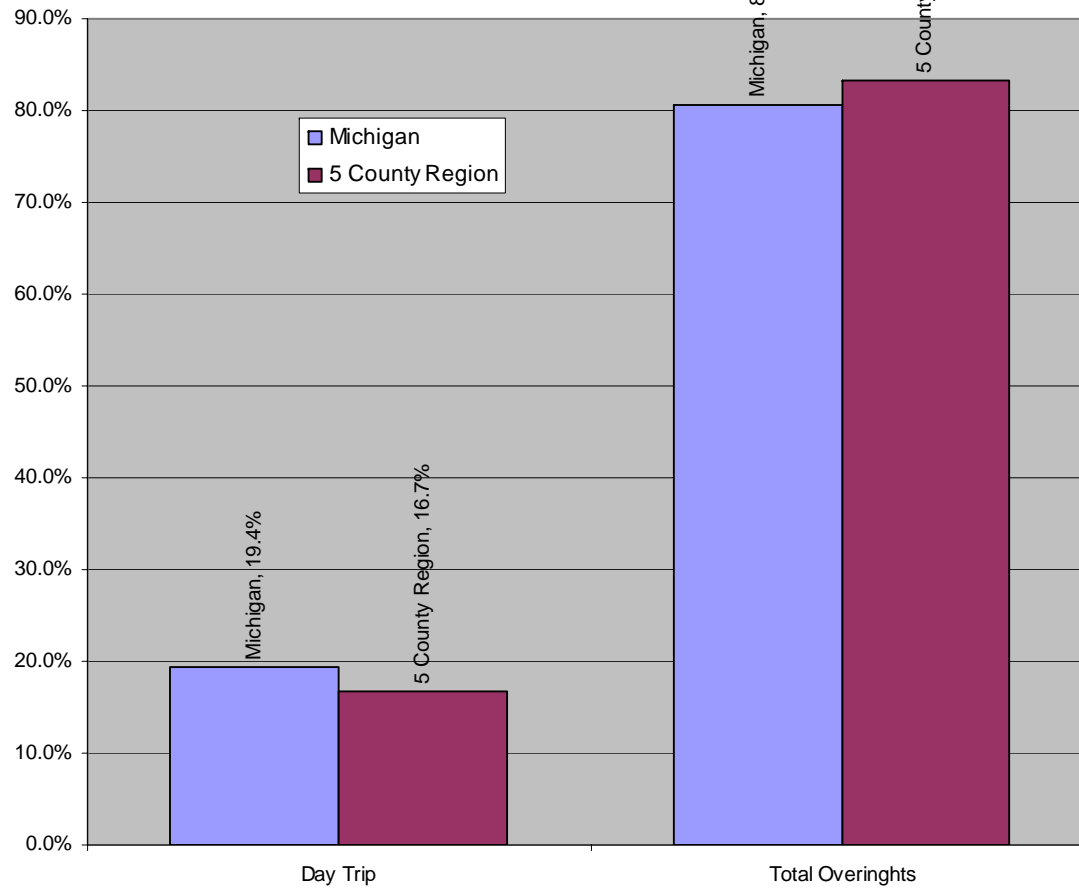


Day versus Overnight Leisure Visitors - Person Trips

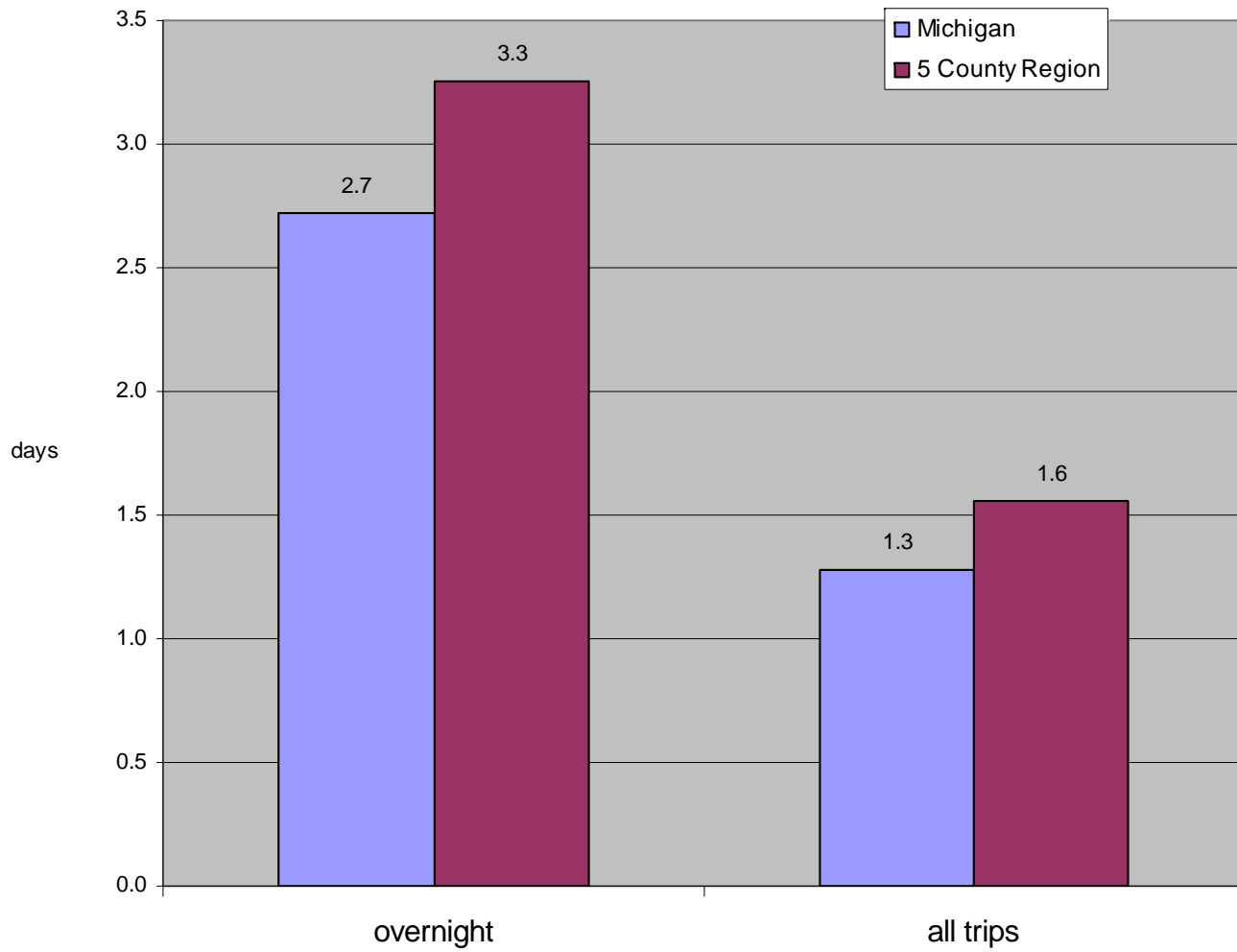


Day versus Overnight Leisure Visitors - Person Days

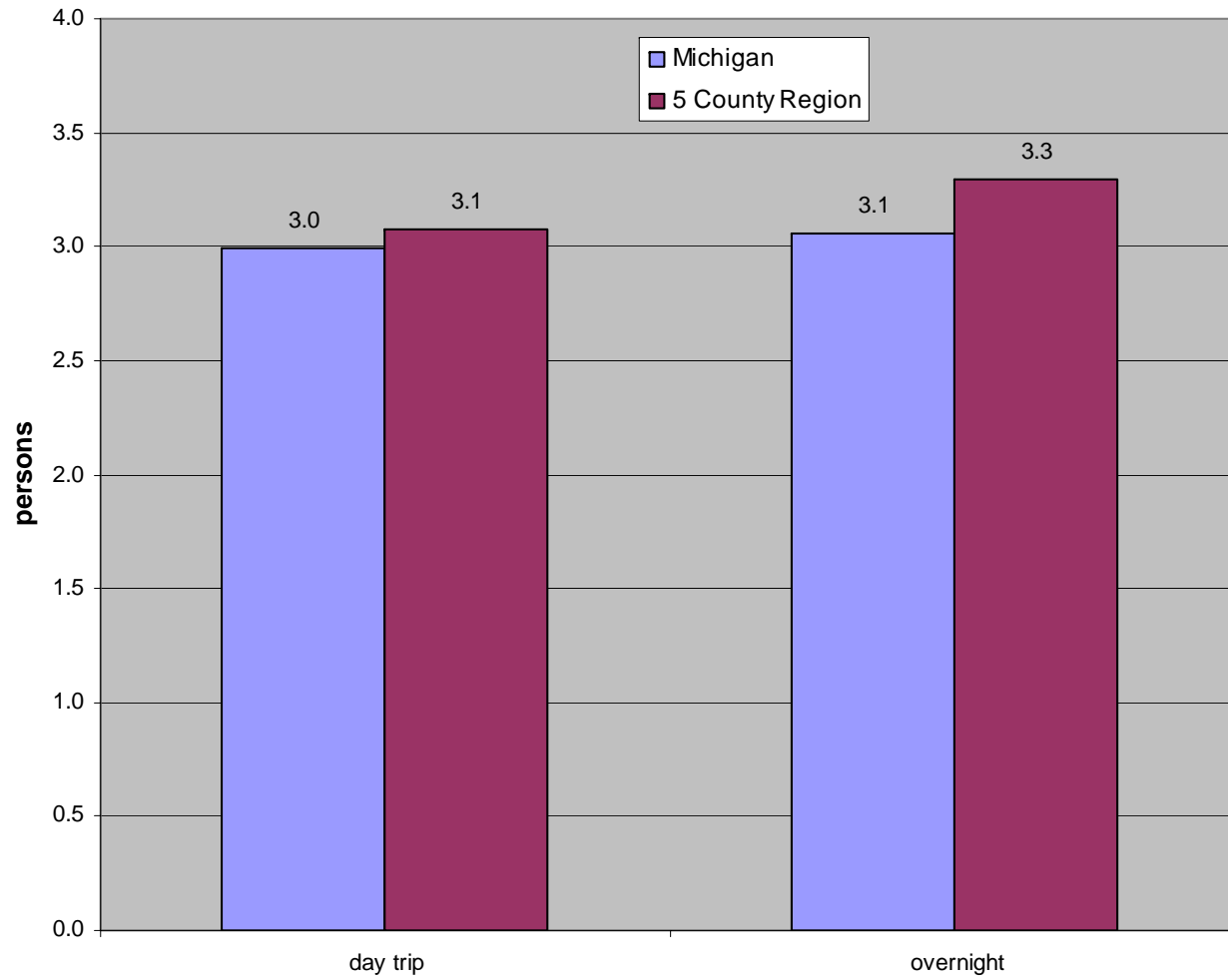
Day Visitors provide about half the person trips but less than a quarter of the person days when compared with overnight visitors



Average Length of Stay Leisure Visitors

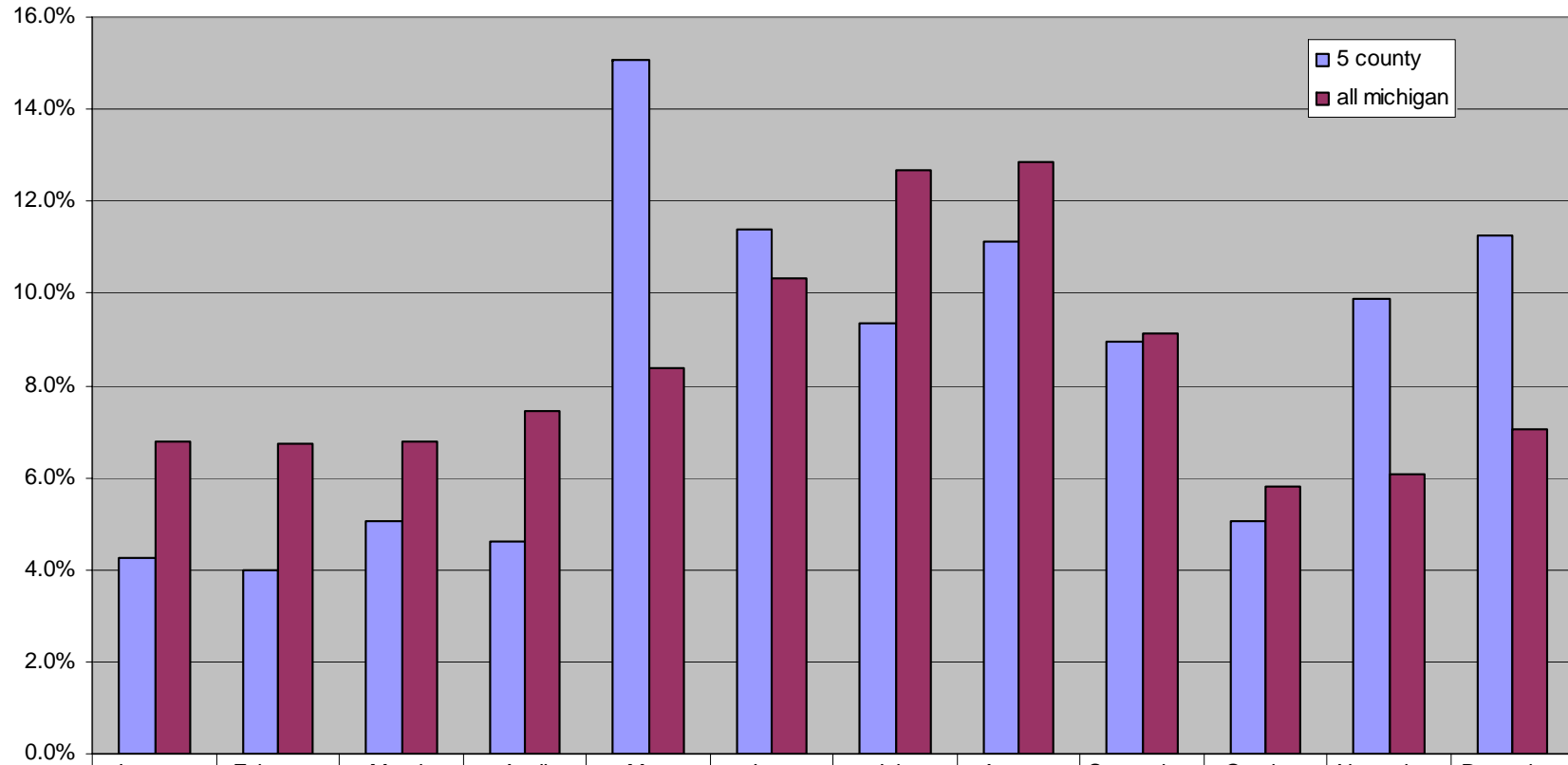


Average Party Size Leisure Visitors



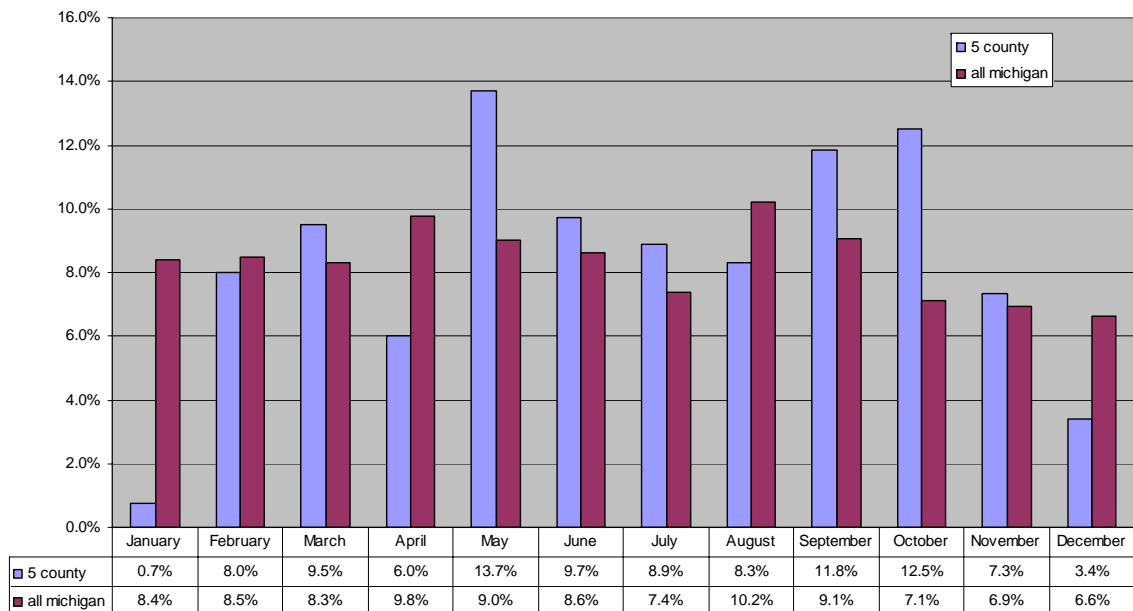
When Do They Come

All Trips Start Month

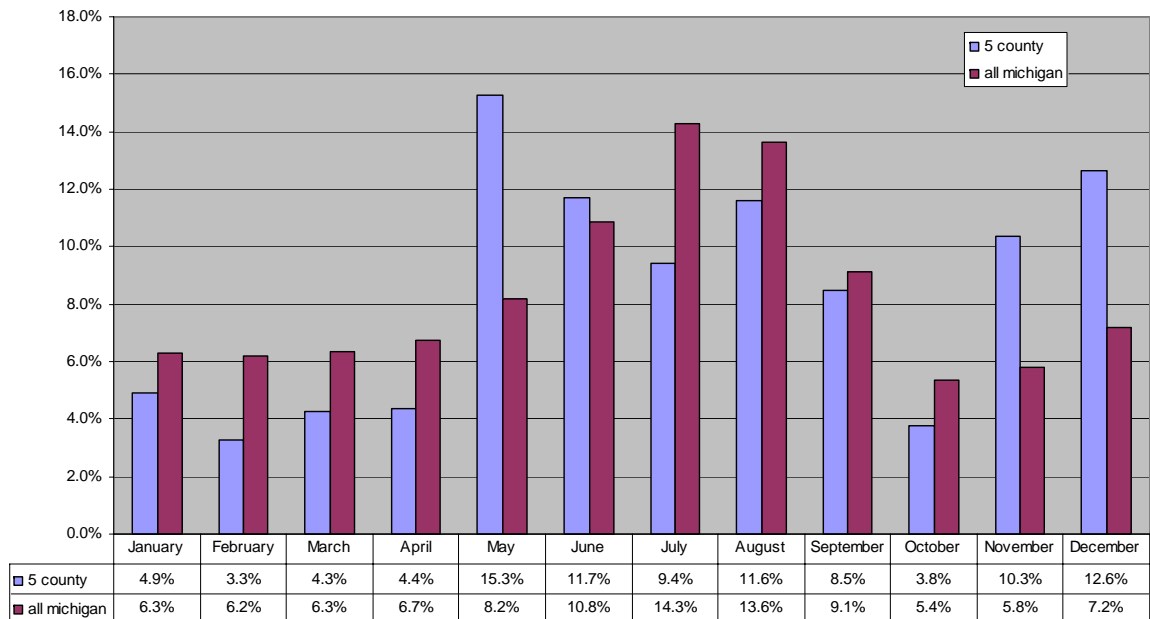


	January	February	March	April	May	June	July	August	September	October	November	December
5 county	4.3%	4.0%	5.0%	4.6%	15.0%	11.4%	9.3%	11.1%	9.0%	5.1%	9.9%	11.3%
all michigan	6.8%	6.7%	6.8%	7.4%	8.4%	10.3%	12.7%	12.8%	9.1%	5.8%	6.1%	7.1%

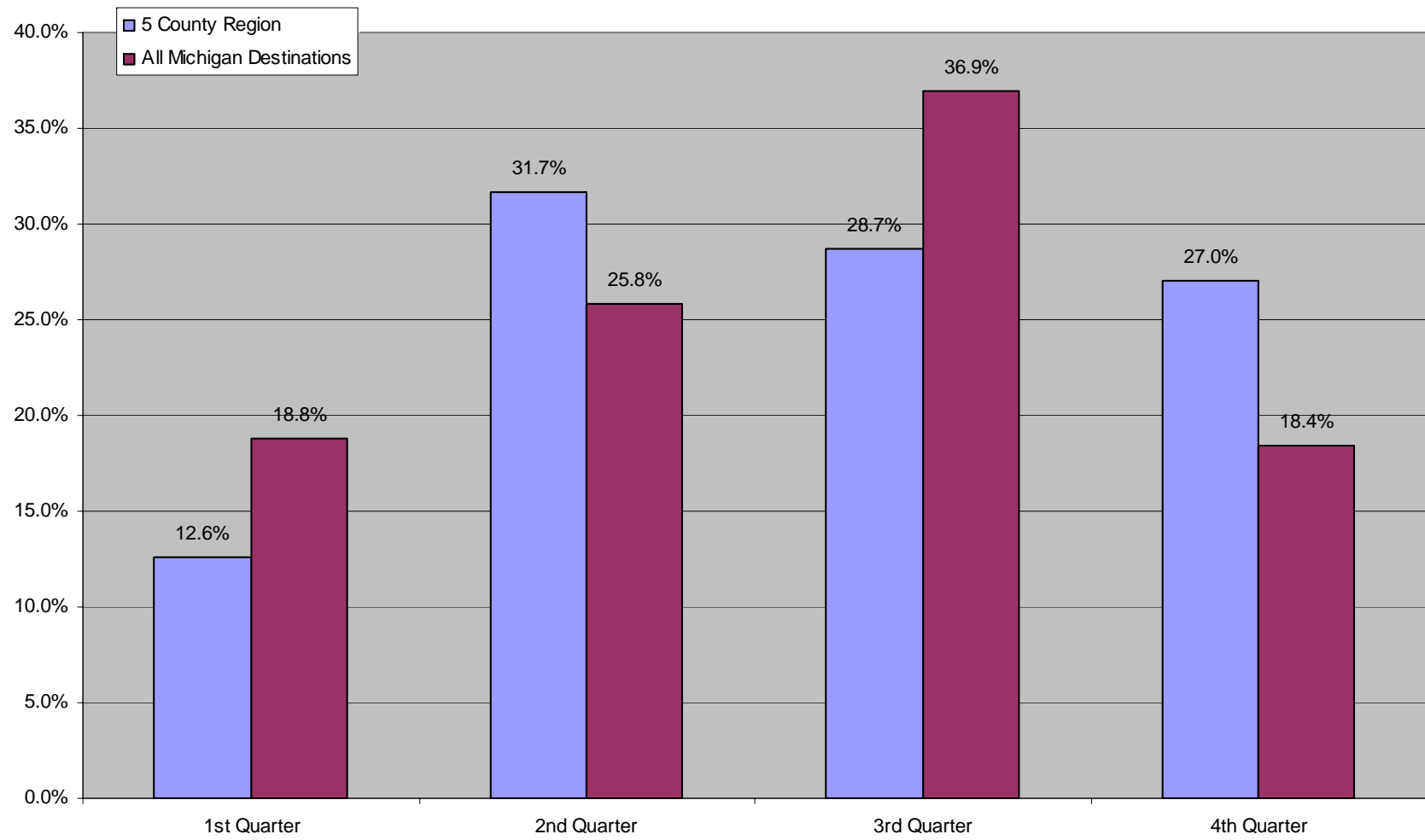
Business Trips Start Month



Leisure Trips Start Month

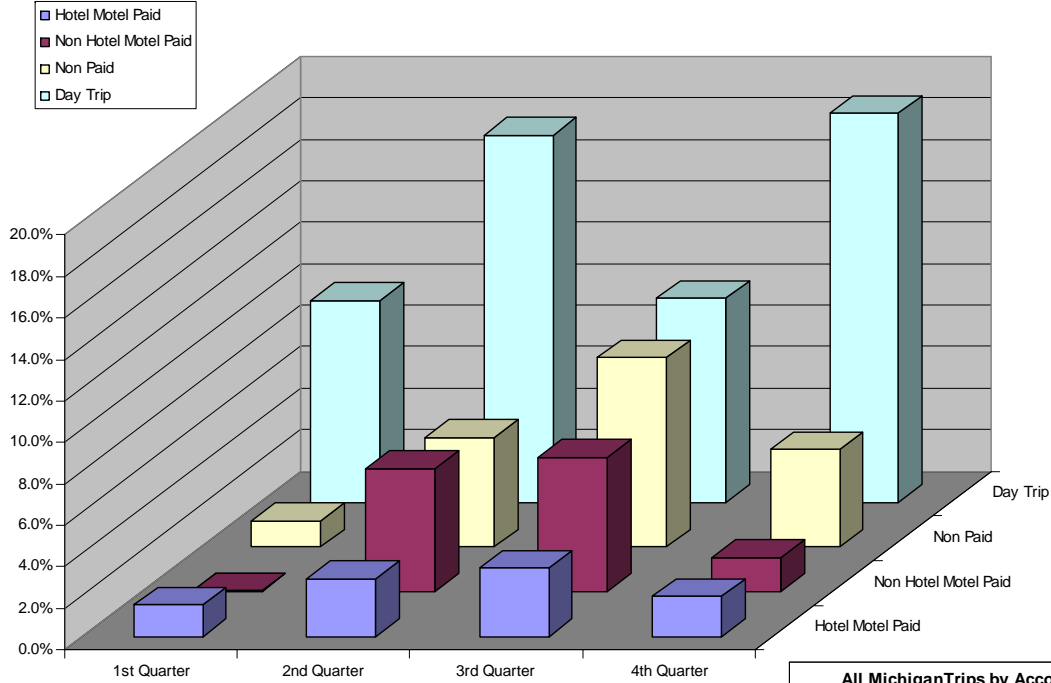


Seasonality of Leisure Travel



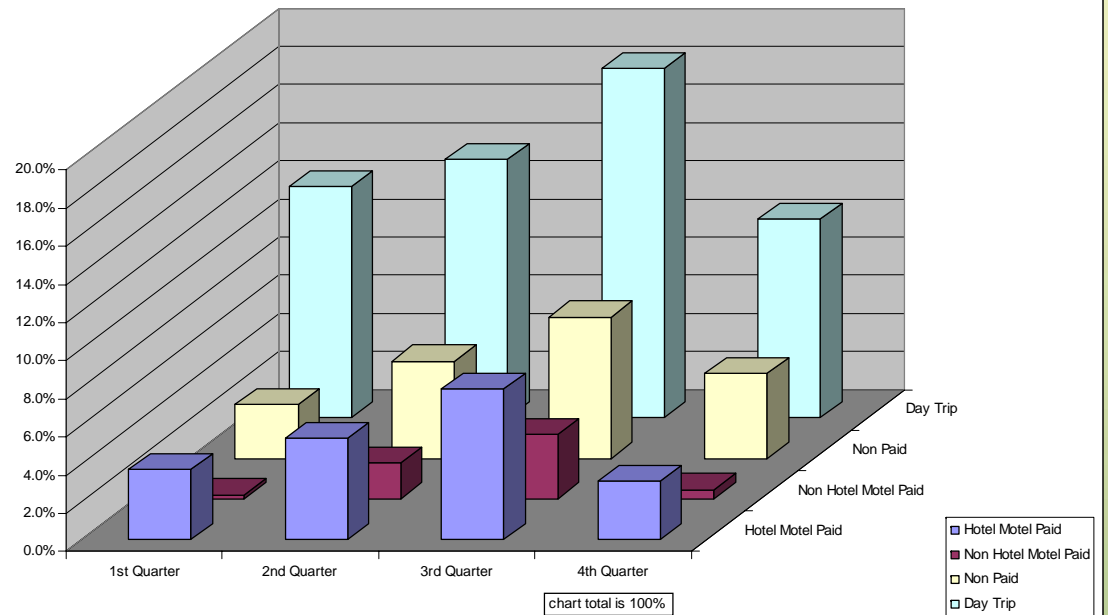
Where Do They Stay

5 County Trips by Accomodation & Qtr Started

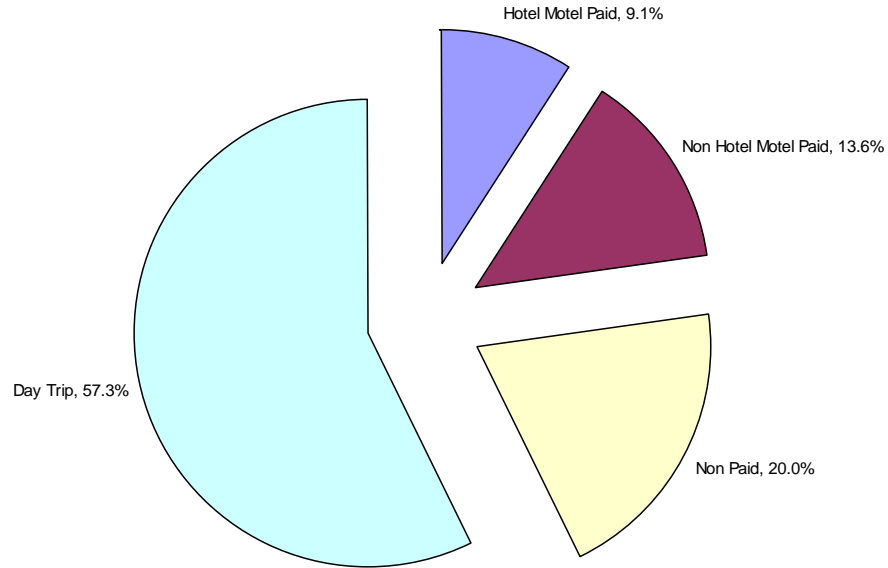


The second quarter surge compared to the rest of the state seems to be mostly day trips

All Michigan Trips by Accomodation & Qtr Started

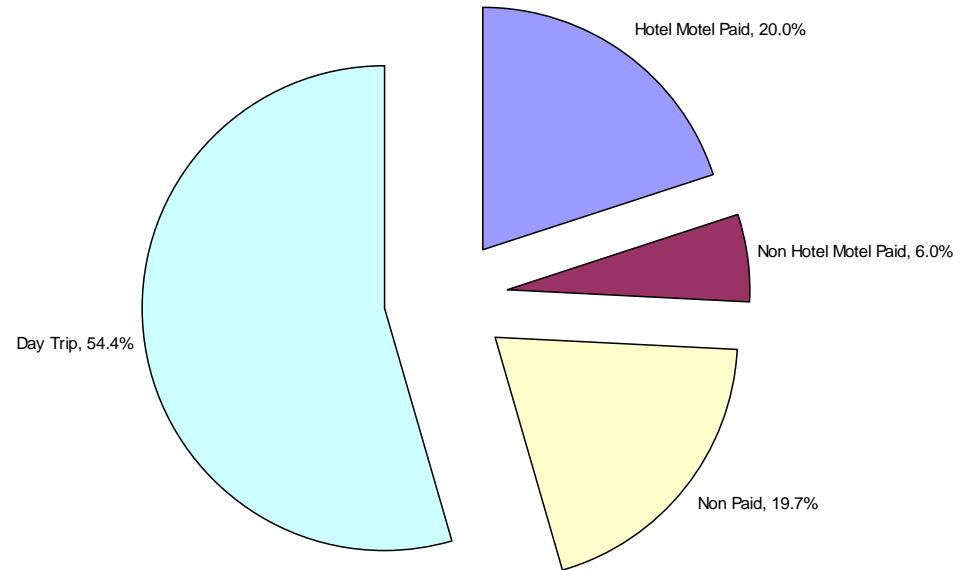


5 County Region Accommodations

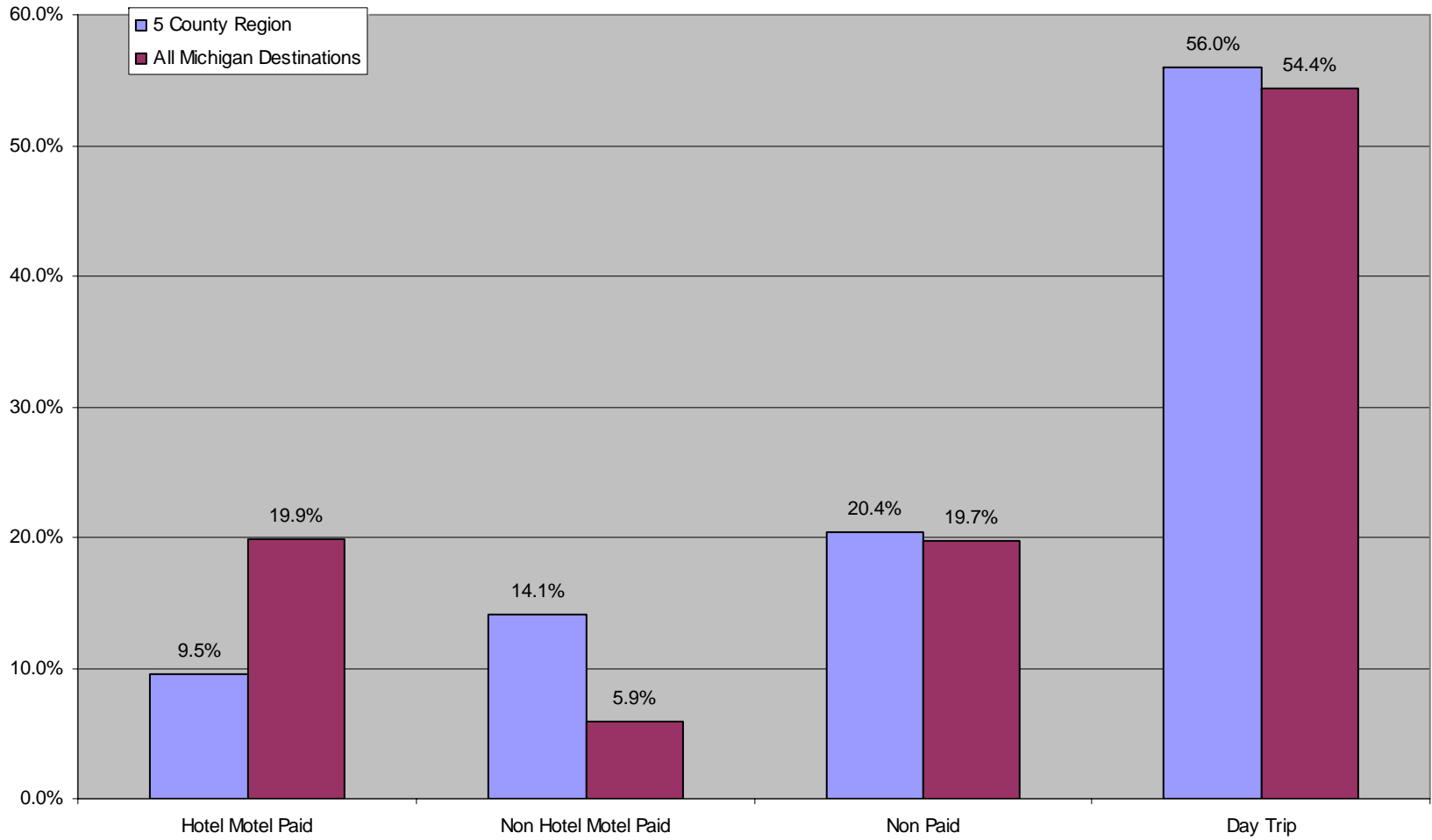


When compared to all of Michigan, a lot of visitors to the 5 county region are campers

All Michigan Accommodations



Accommodation Type

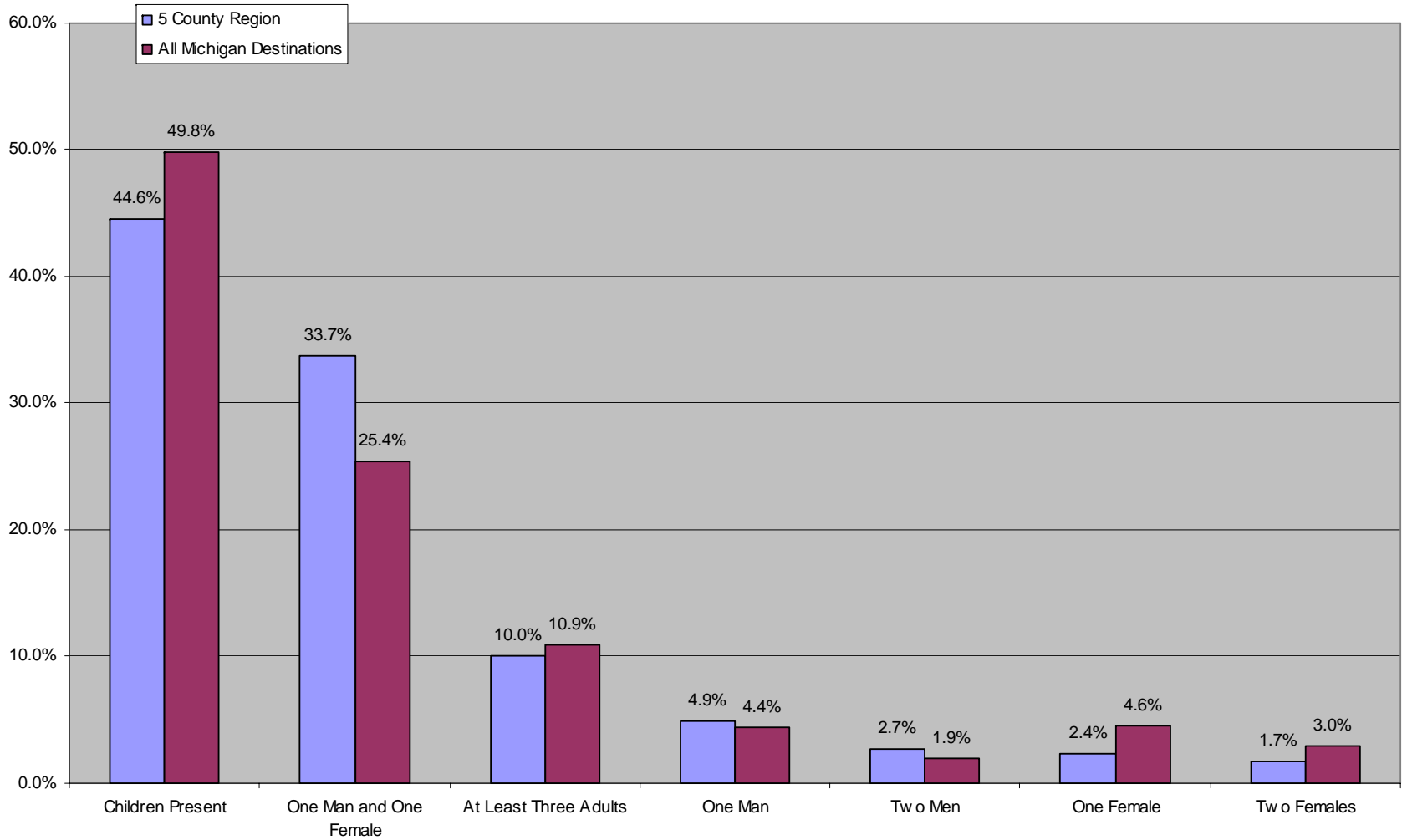


Who Are They

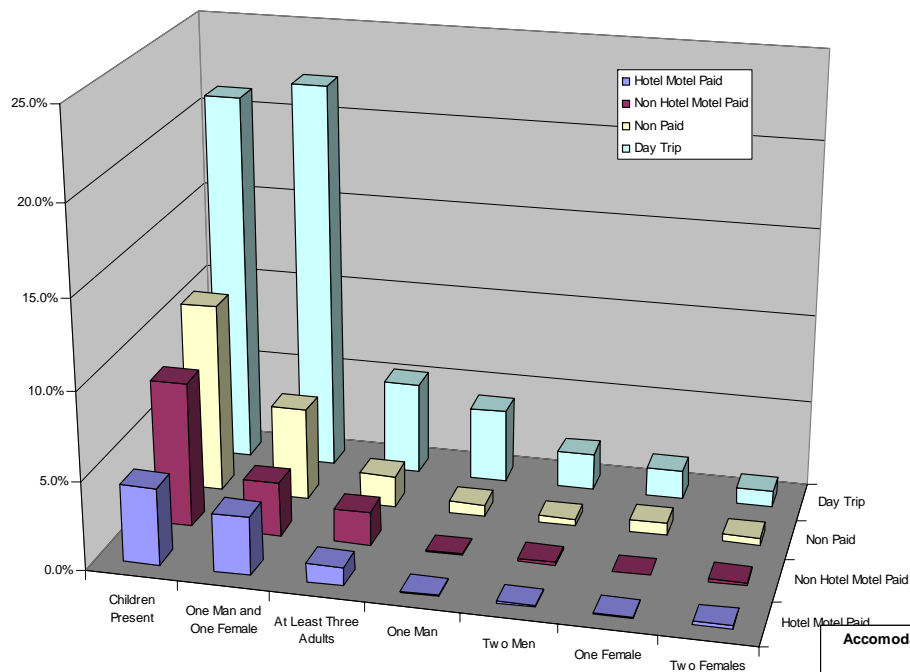
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Party Composition for Leisure Trips

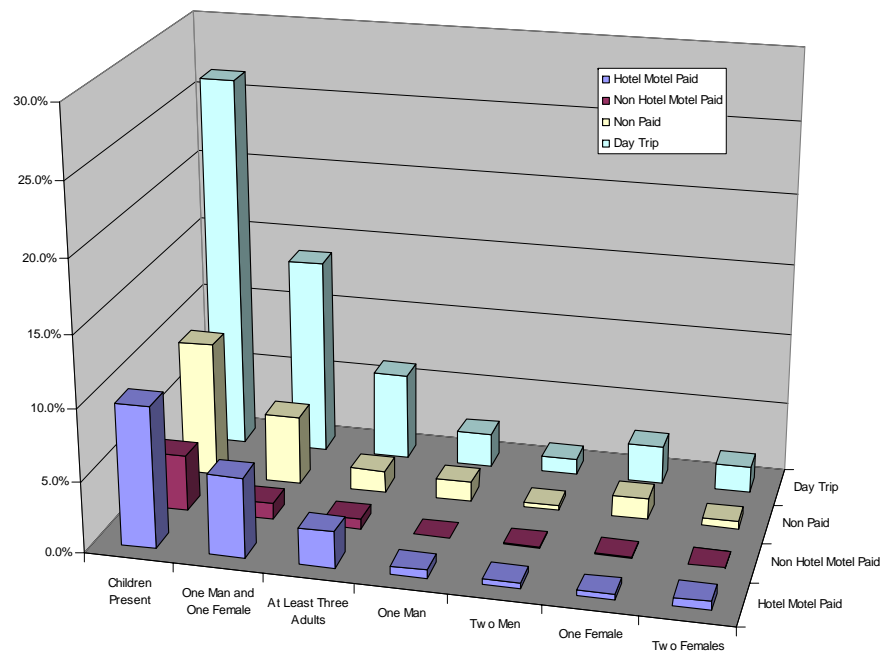


Accommodations & Party Composition - 5 County Region

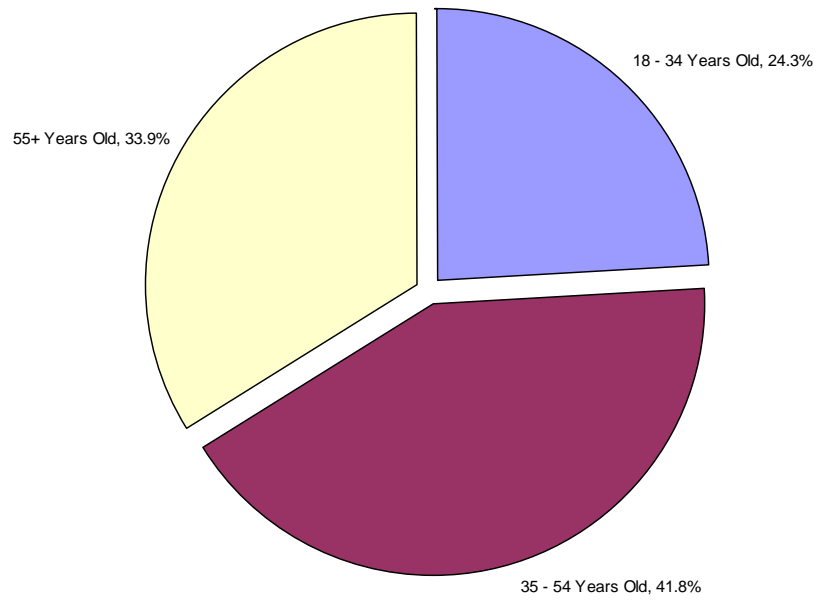


Compared to the usual Michigan travel pattern, there appear to be more couples present in the day trip category

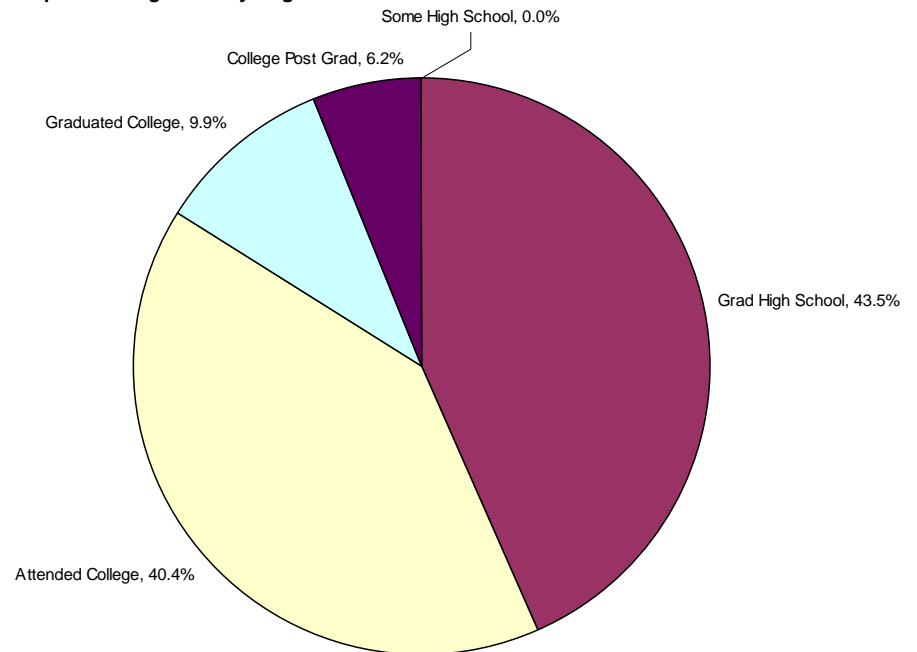
Accommodations & Party Composition - All Michigan



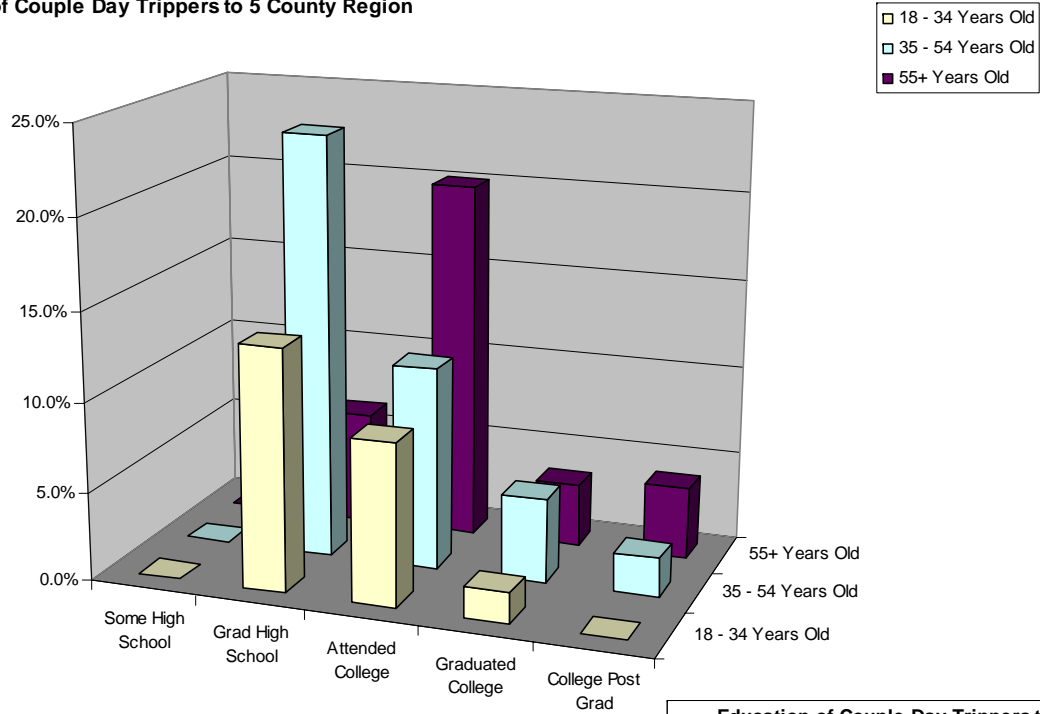
Couples in 5 County Region - Age



Education of Couples Visiting 5 County Region



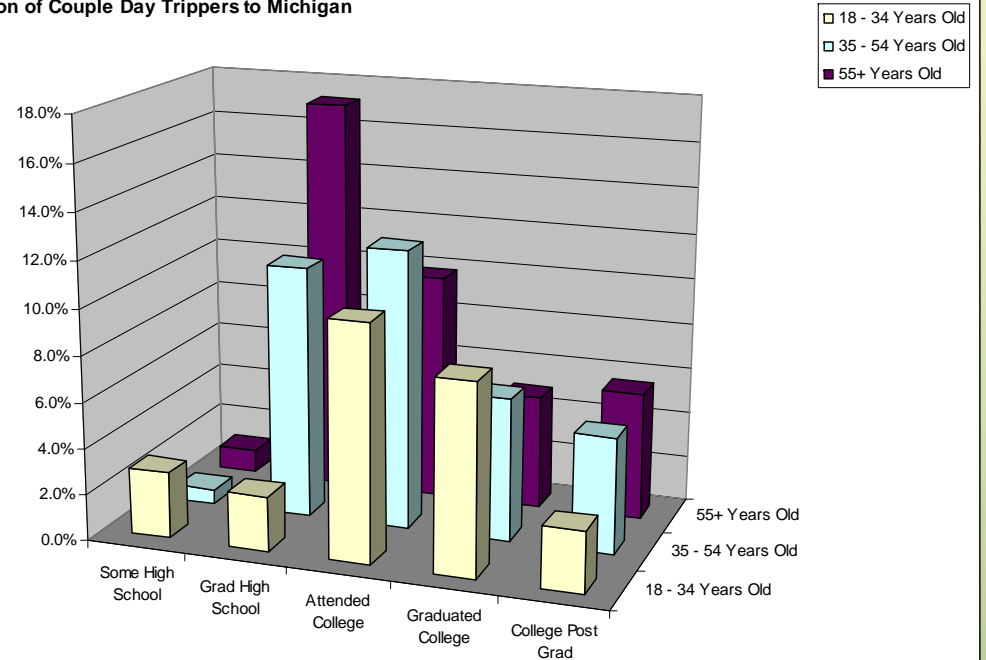
Education of Couple Day Trippers to 5 County Region



Note the difference in age and education from the normal Michigan traveler.

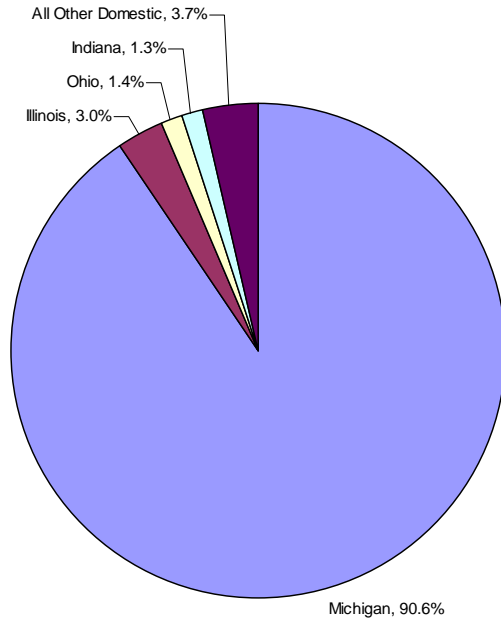
The traveler's over 55 are more likely to have attended college while those under 55 are less likely to have attended college

Education of Couple Day Trippers to Michigan

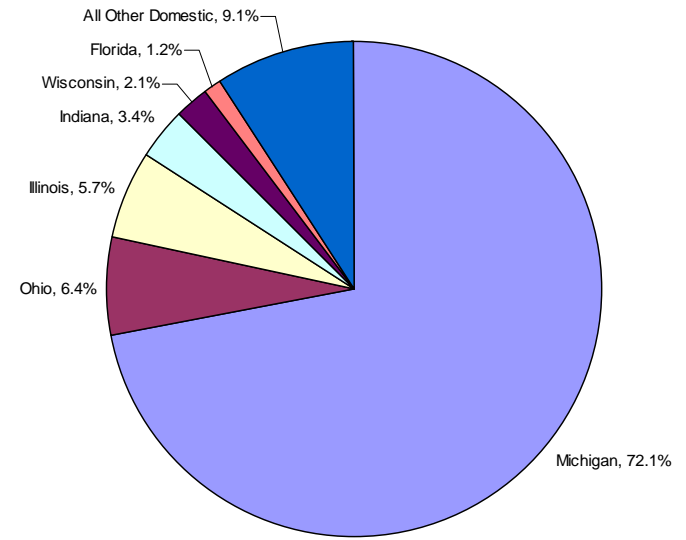


Where Are They From

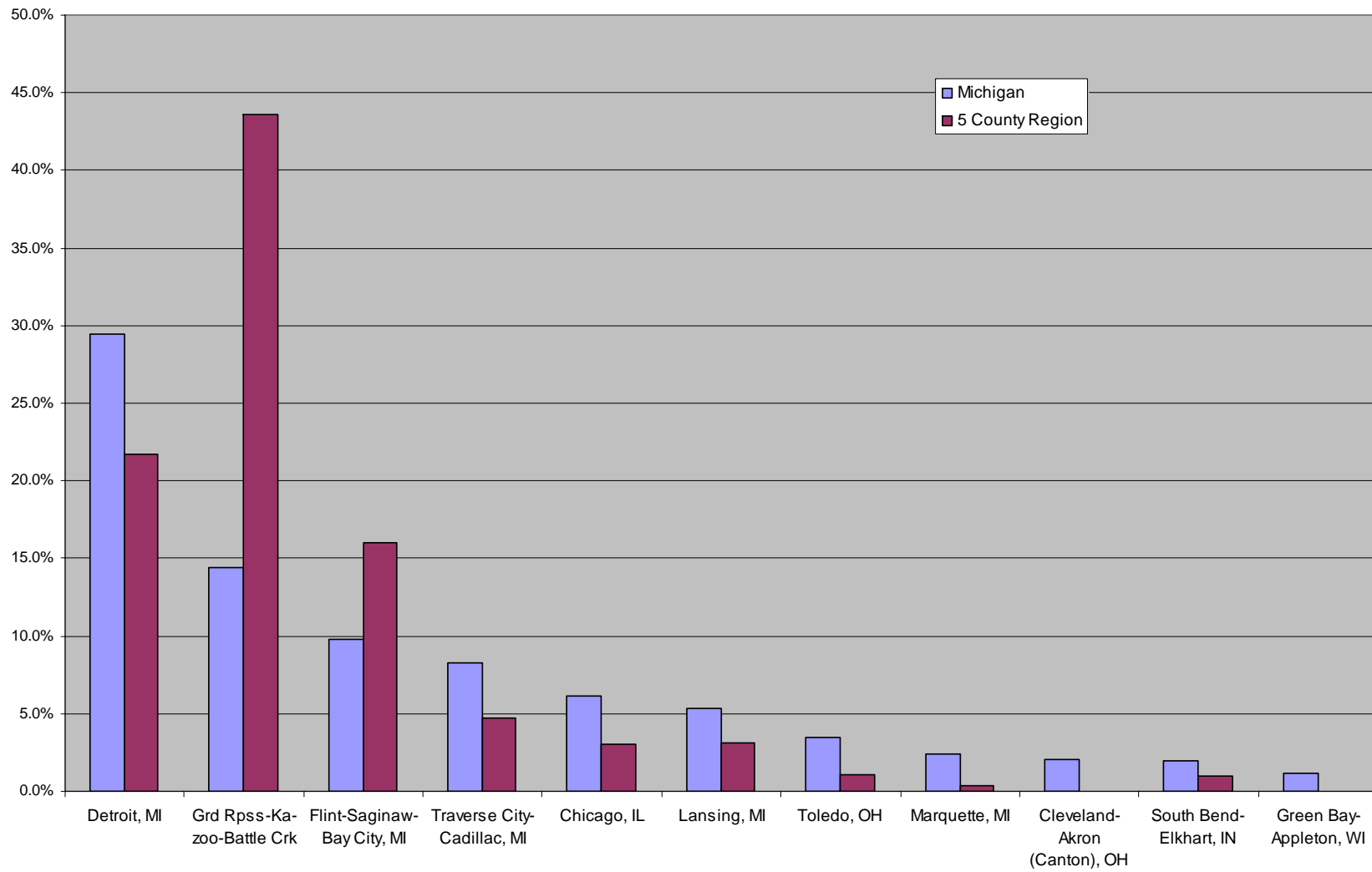
5 County Region Leisure Trip Origin



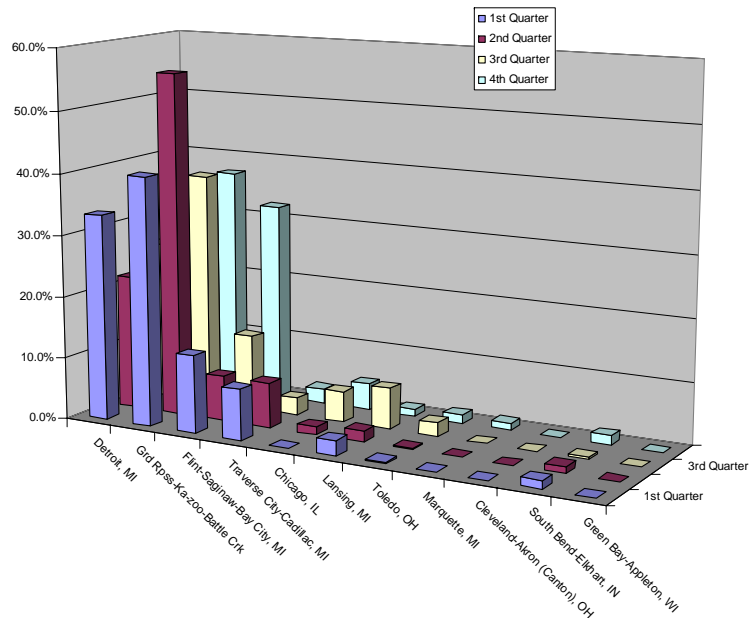
All Michigan Leisure Trip Origins



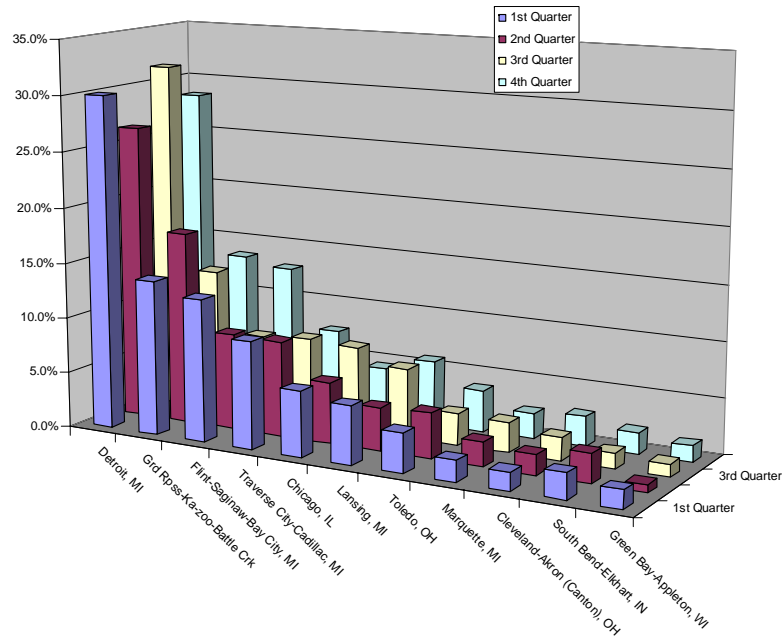
Origin DMA



Origin DMA 5 County

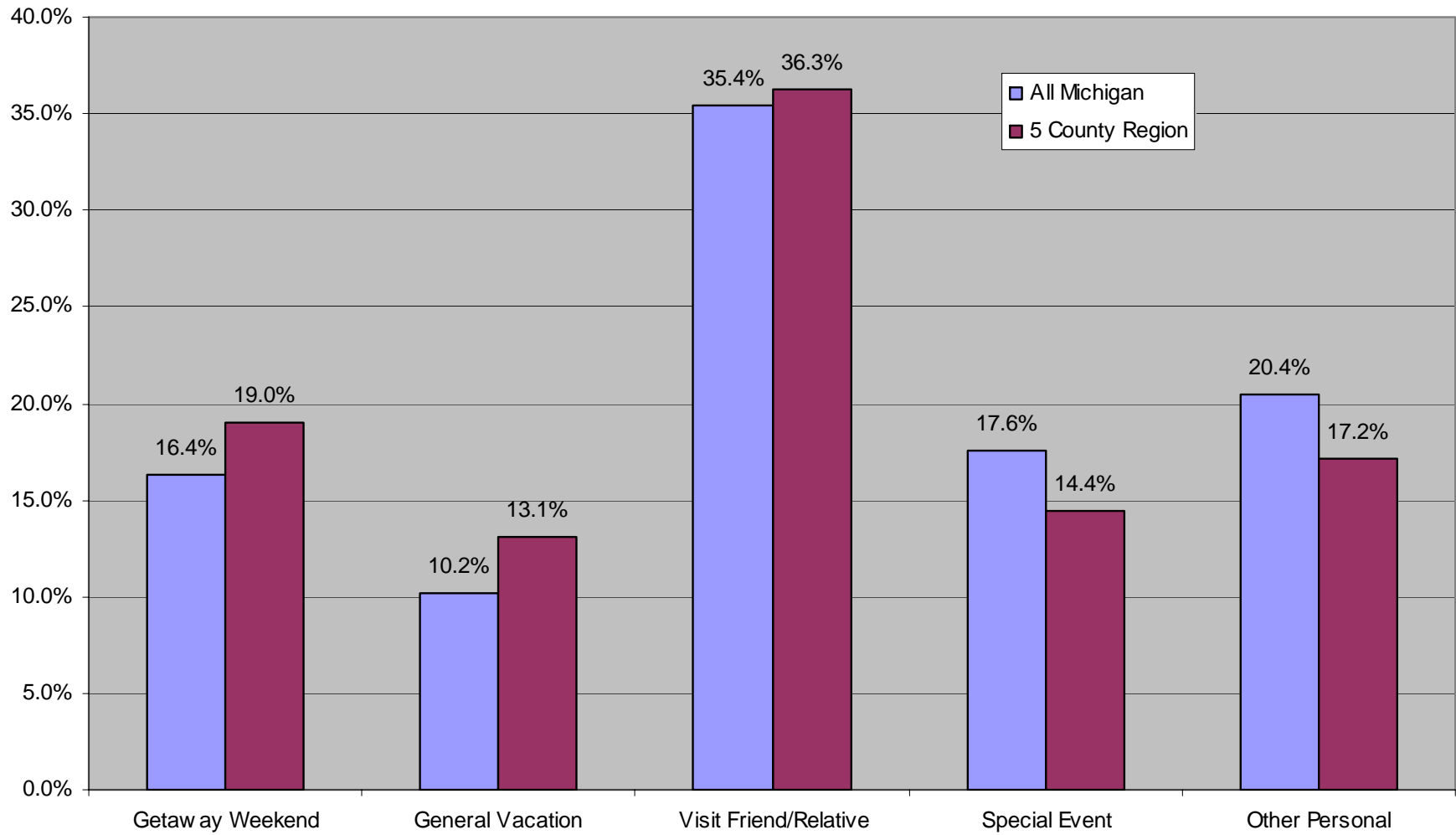


Origin DMA All Michigan

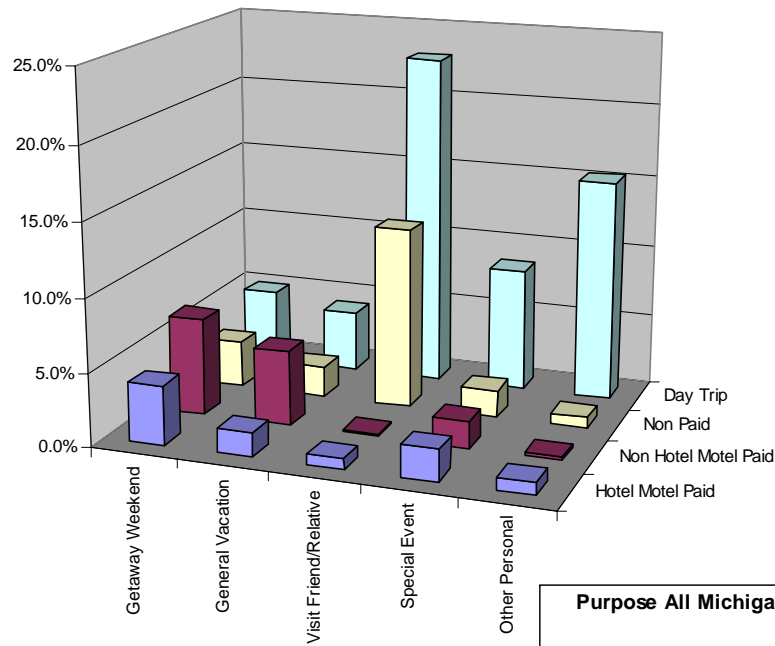


What Is The Purpose of the Trip

Purpose of Trip

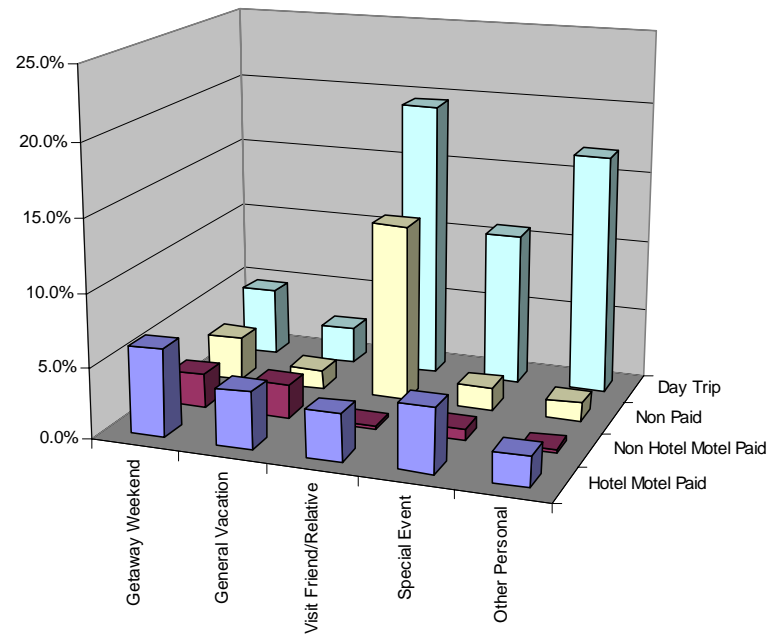


Purpose 5 County Region

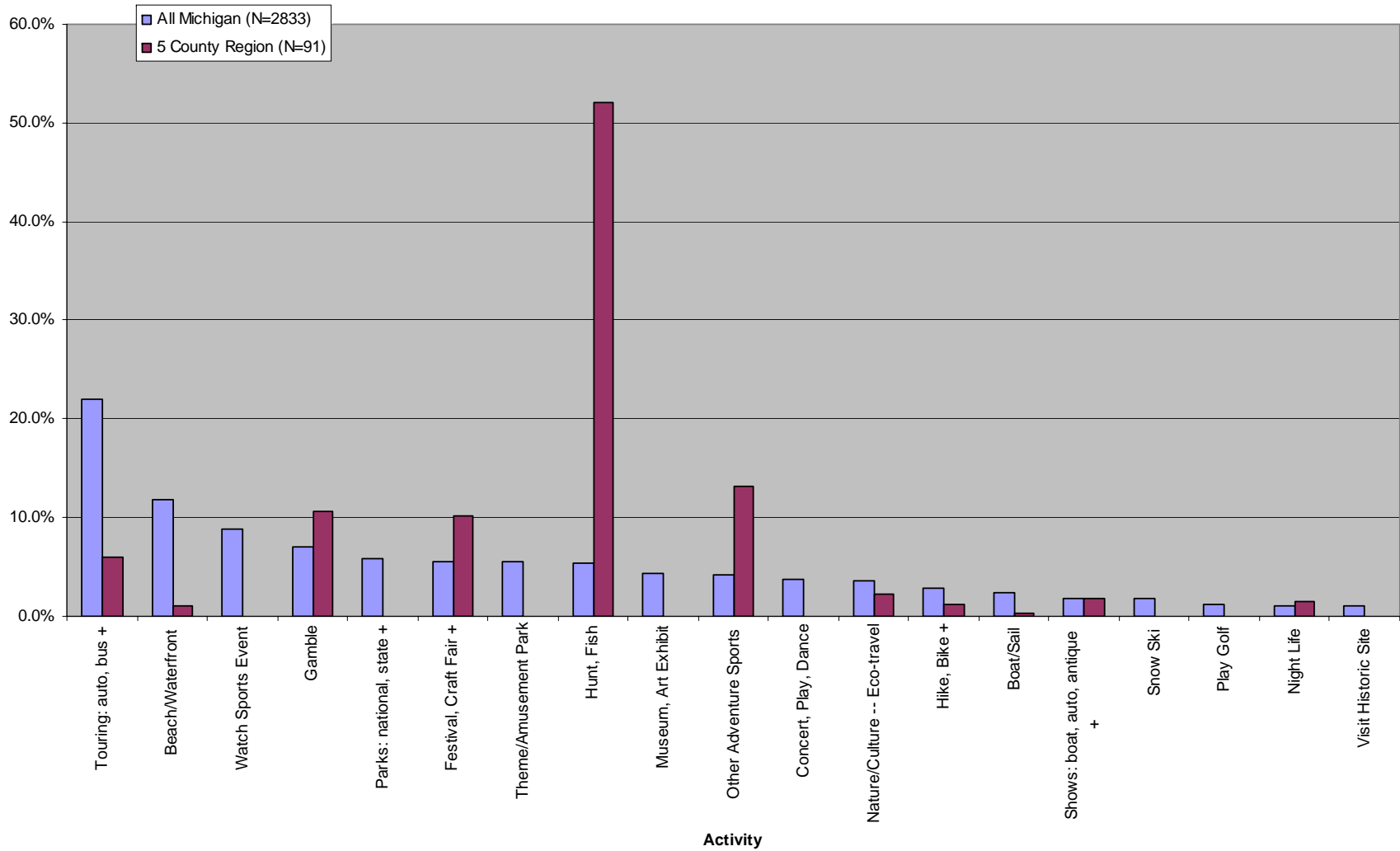


The distribution of trip purpose into various accommodations is very similar to the state-wide pattern

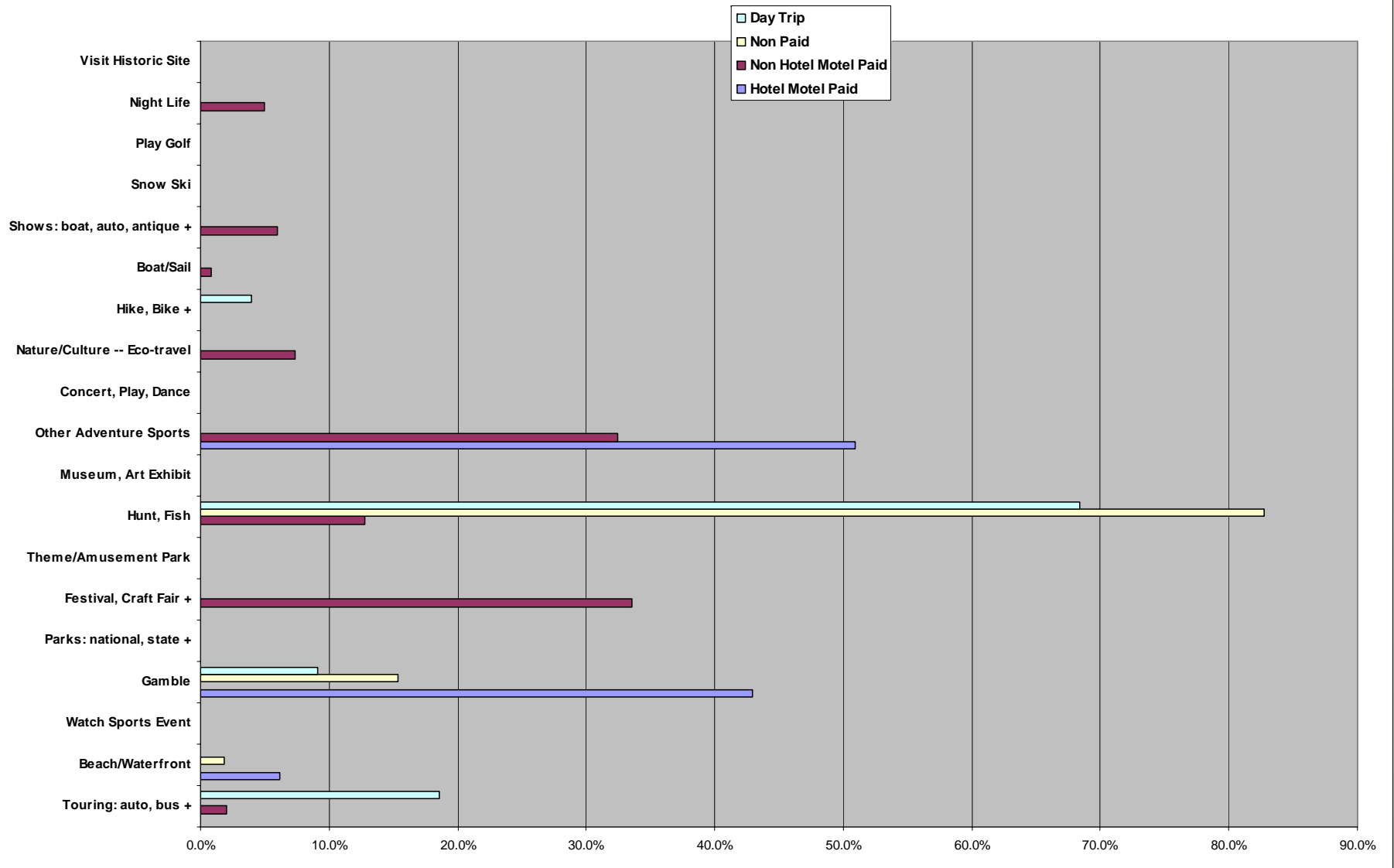
Purpose All Michigan



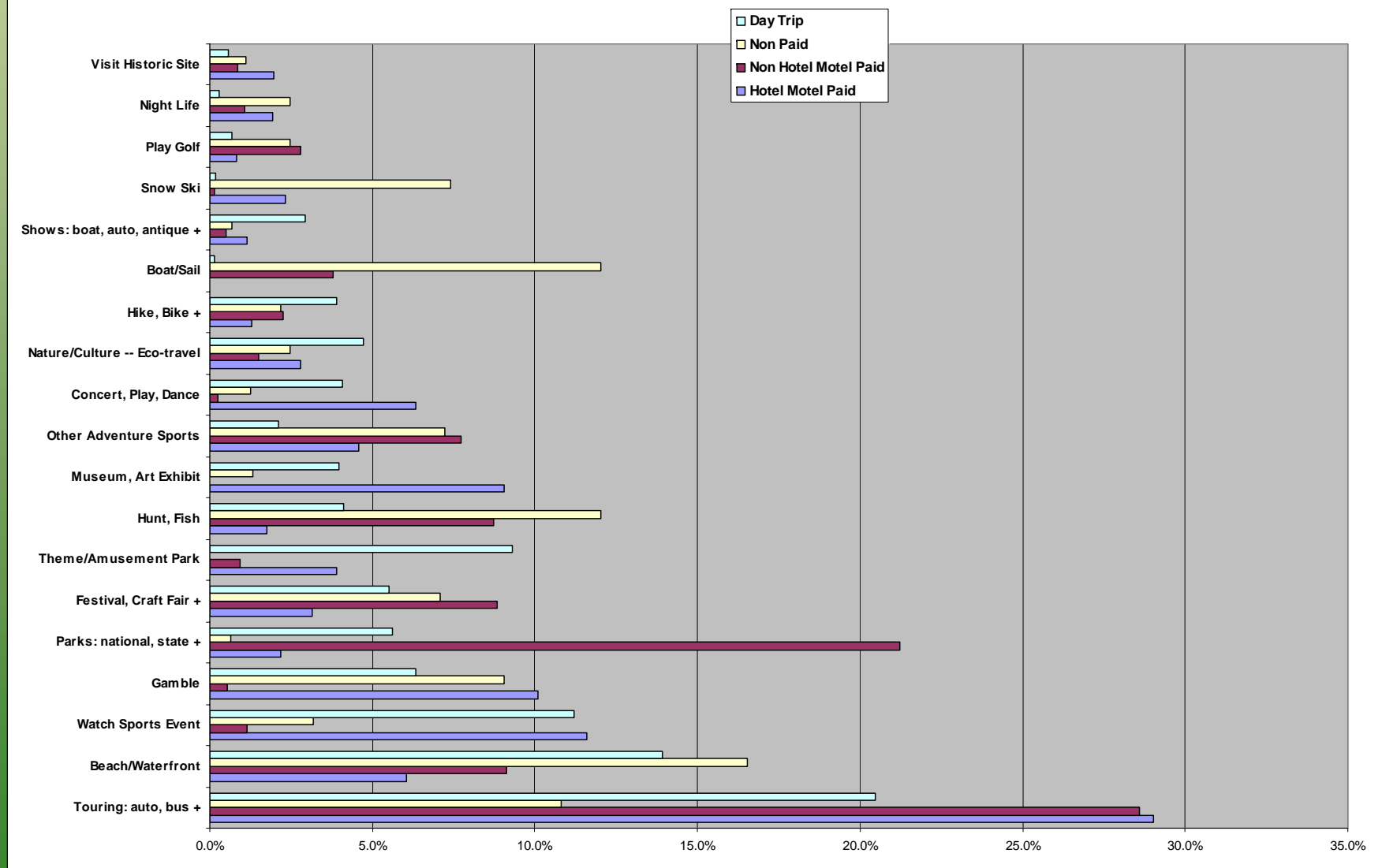
Trip - Main Reason (new question)



Main Reason For Trip 5 County Region



Main Reason For Trip All Michigan

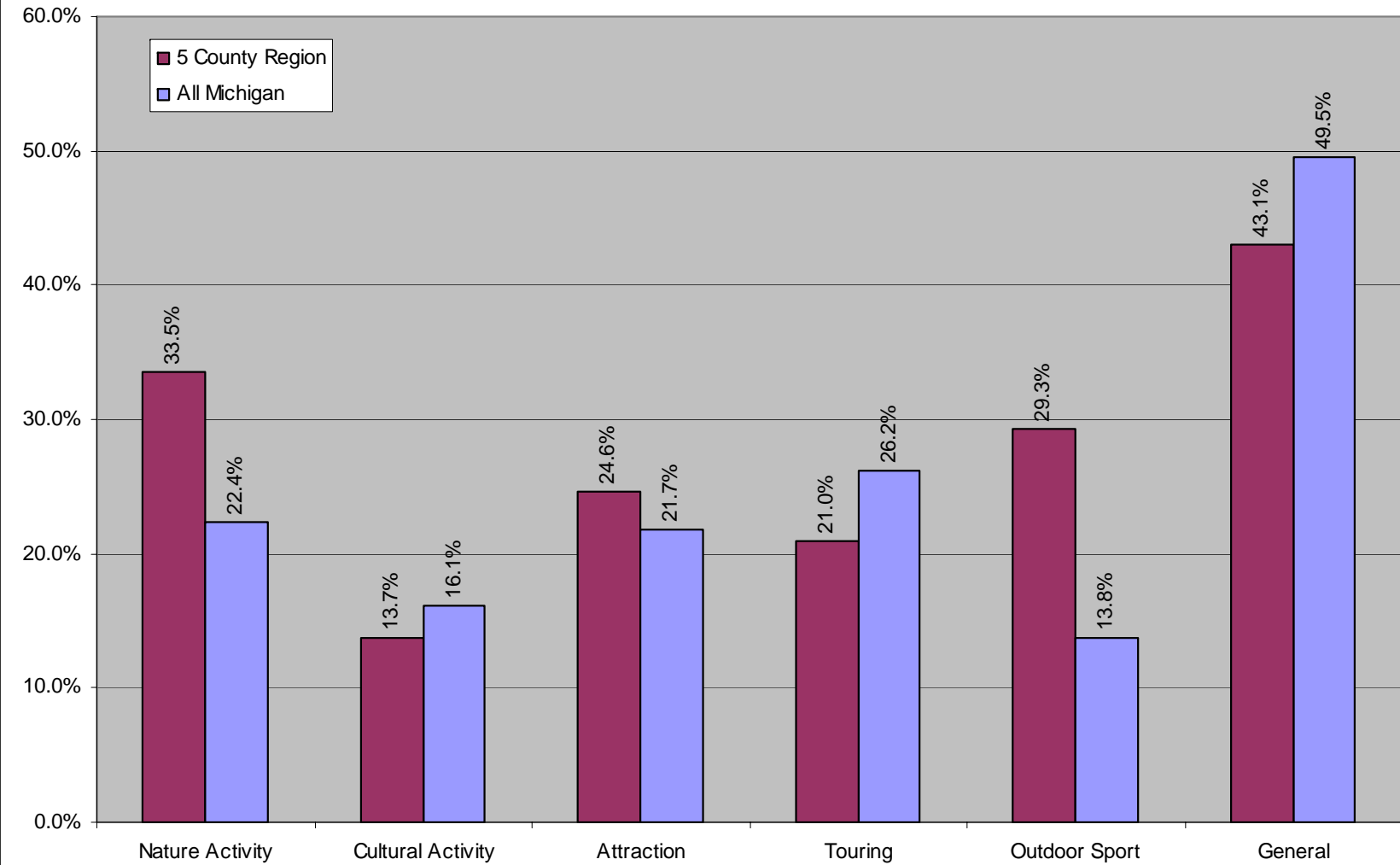


What Are They Doing

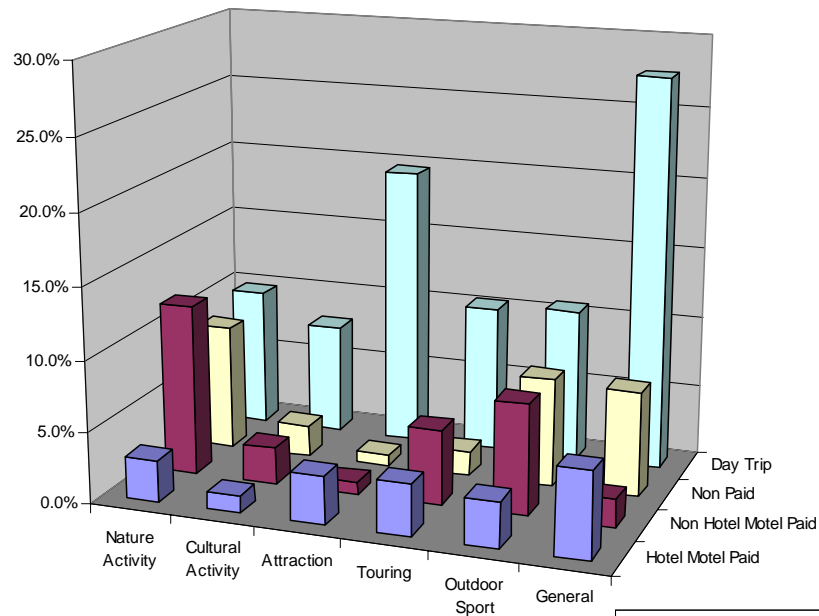
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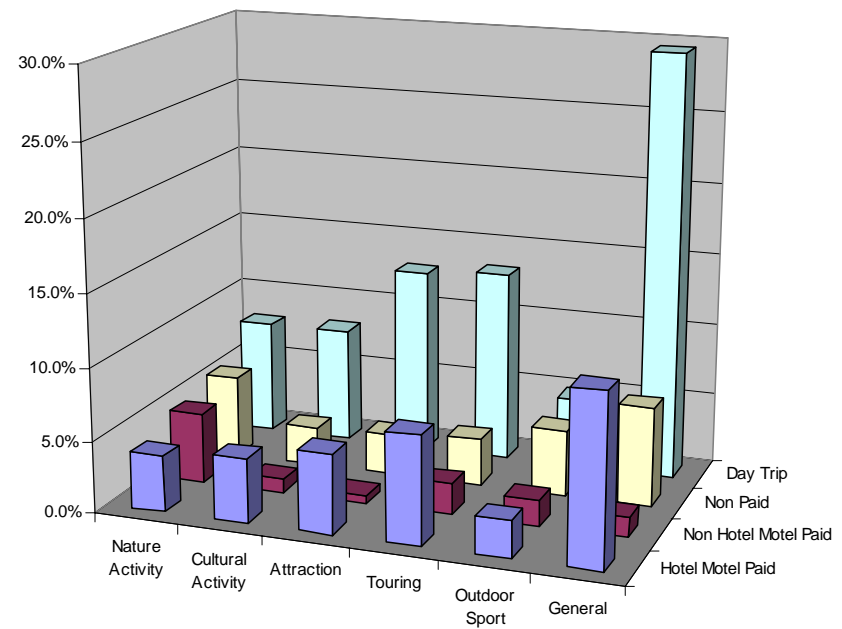
Activity Participated In



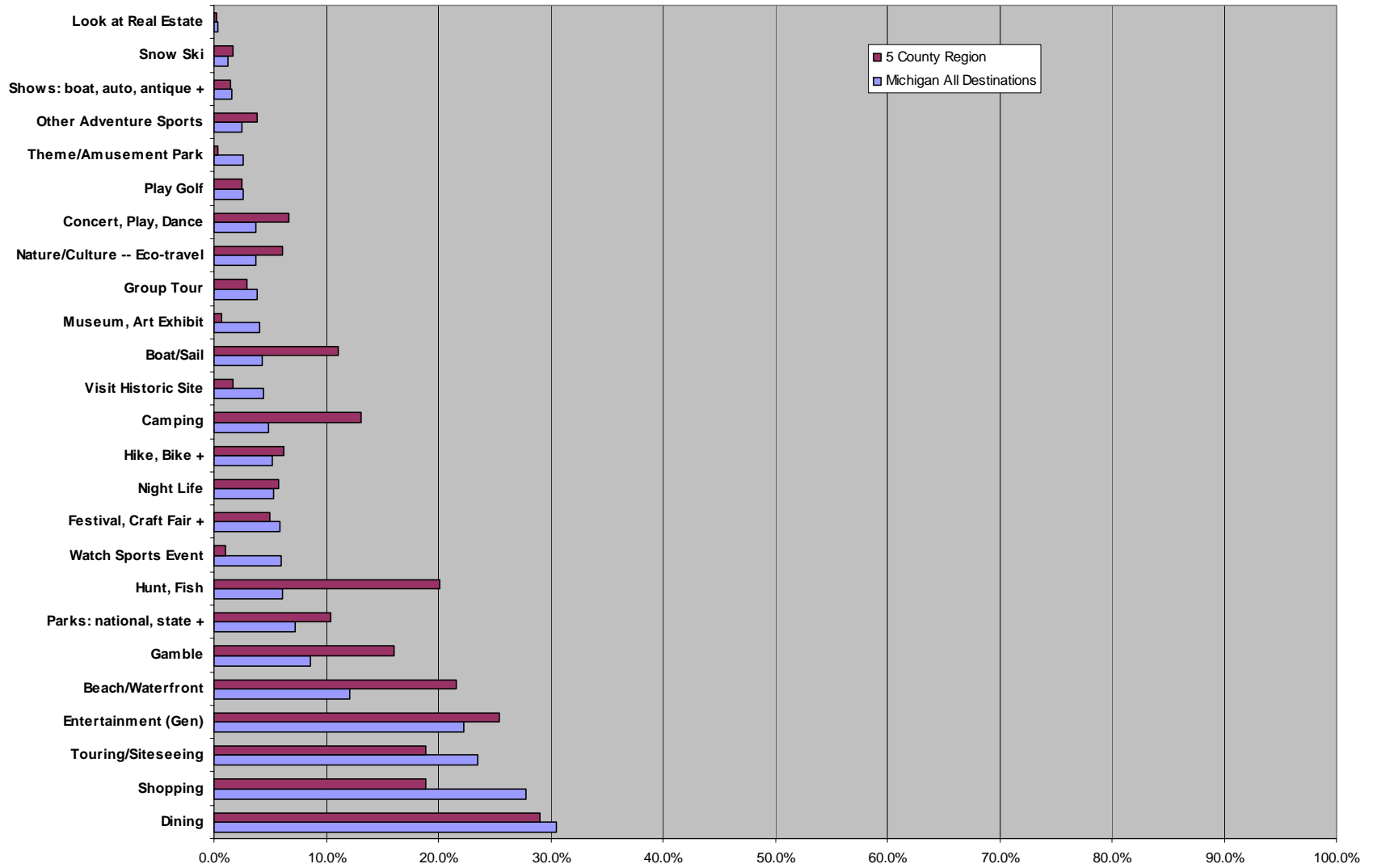
5 County Region Activity



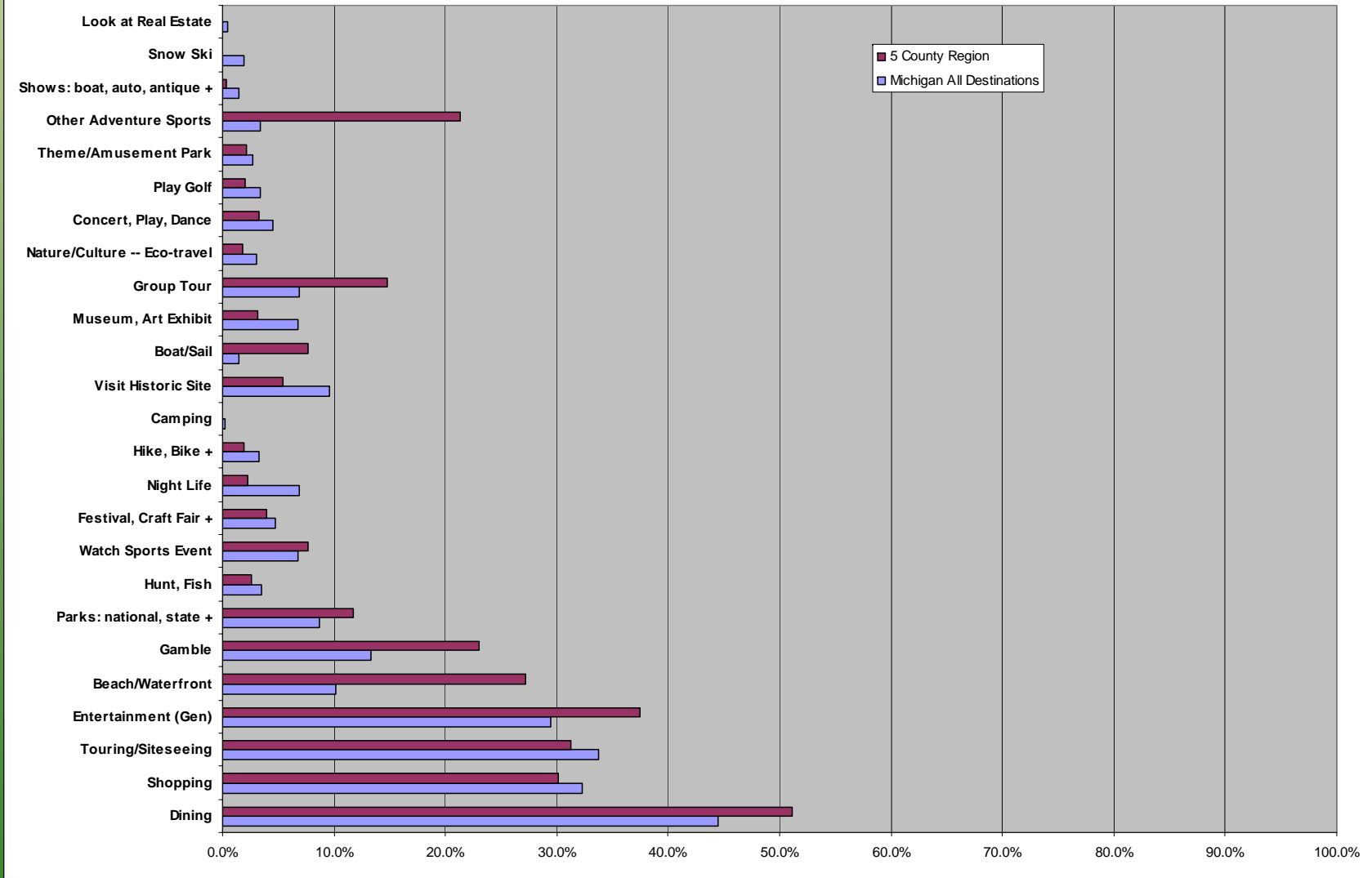
Michigan All Destinations



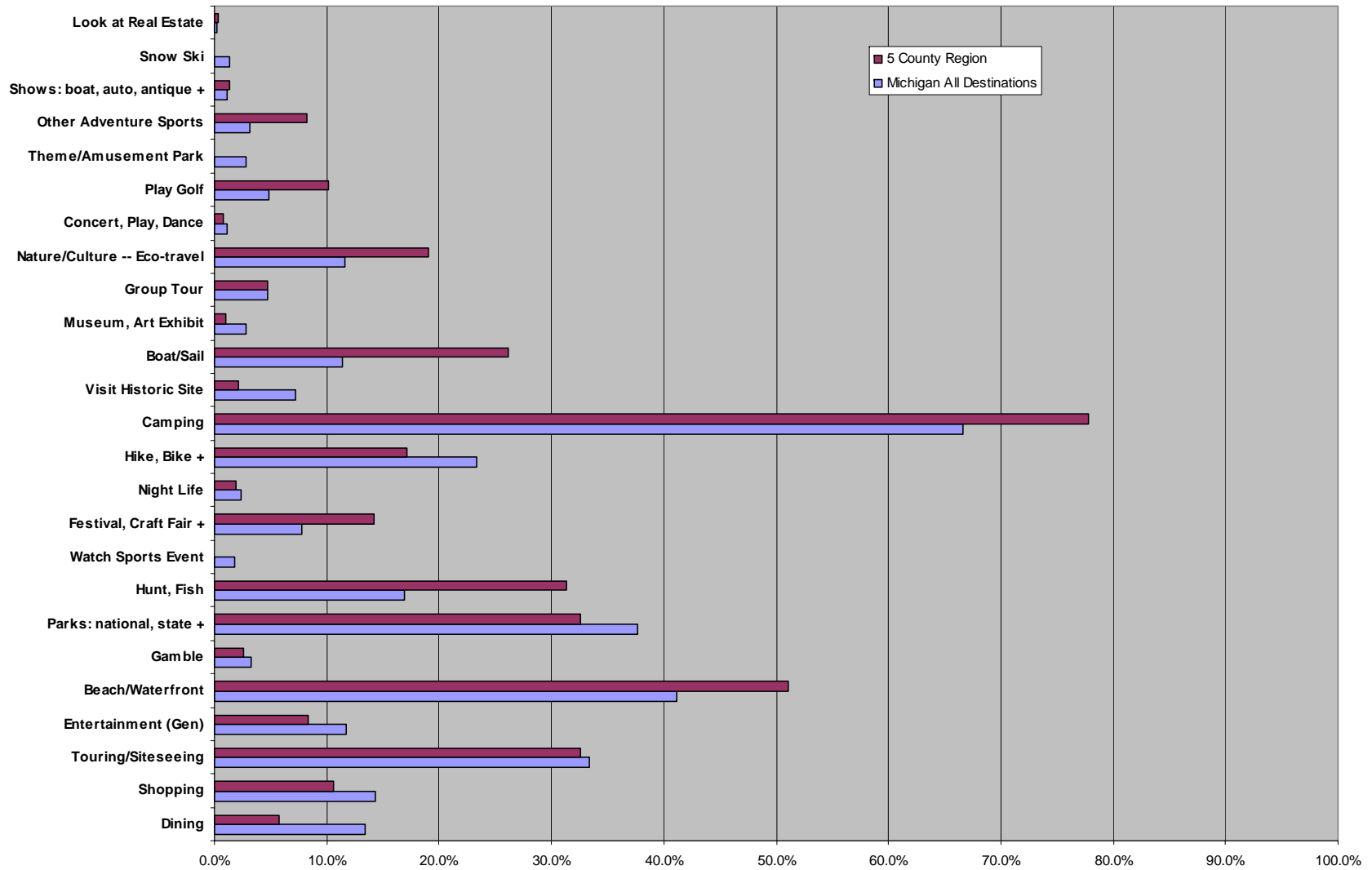
All Activities



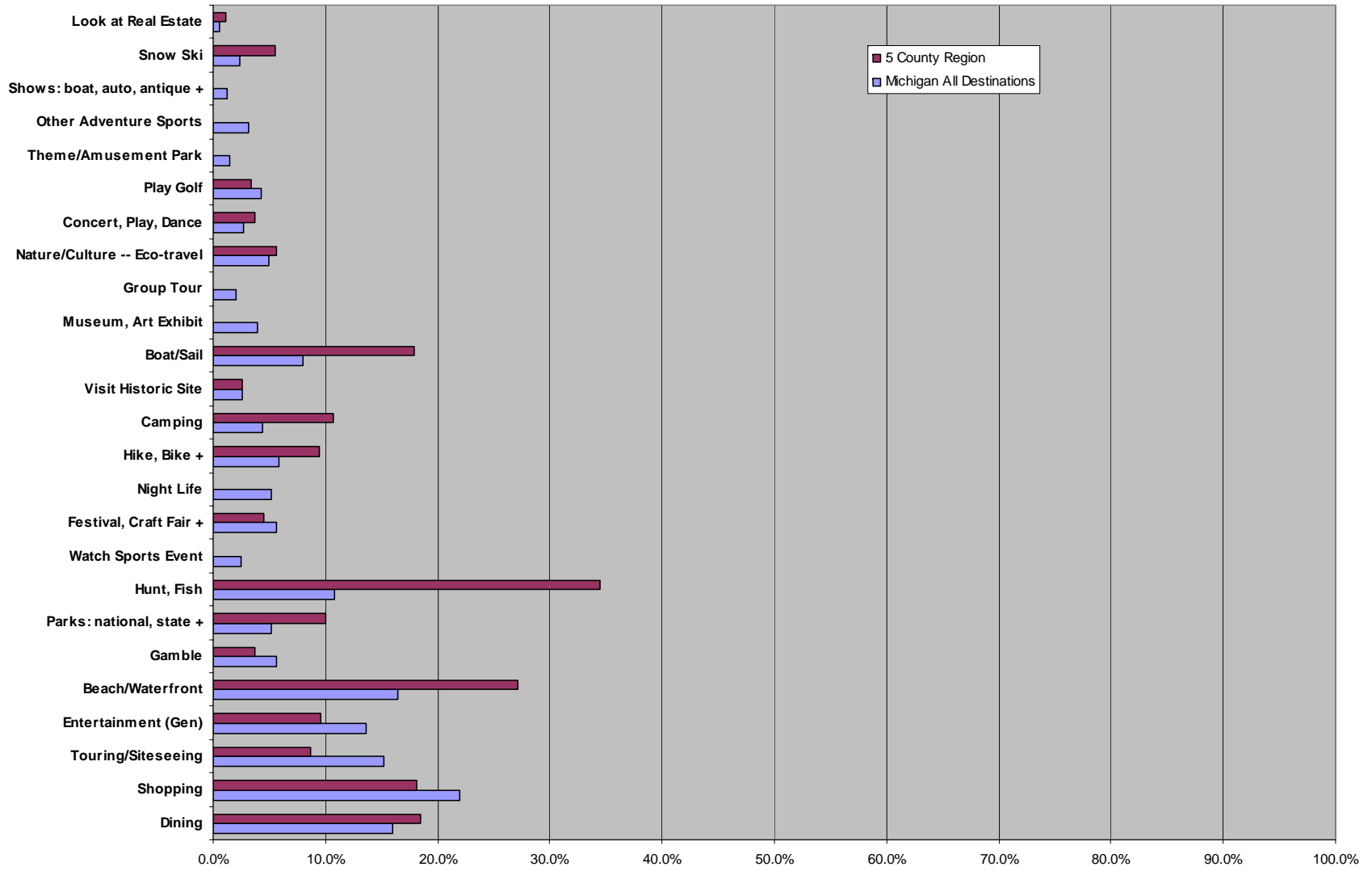
All Activities - Hotel Motel Paid



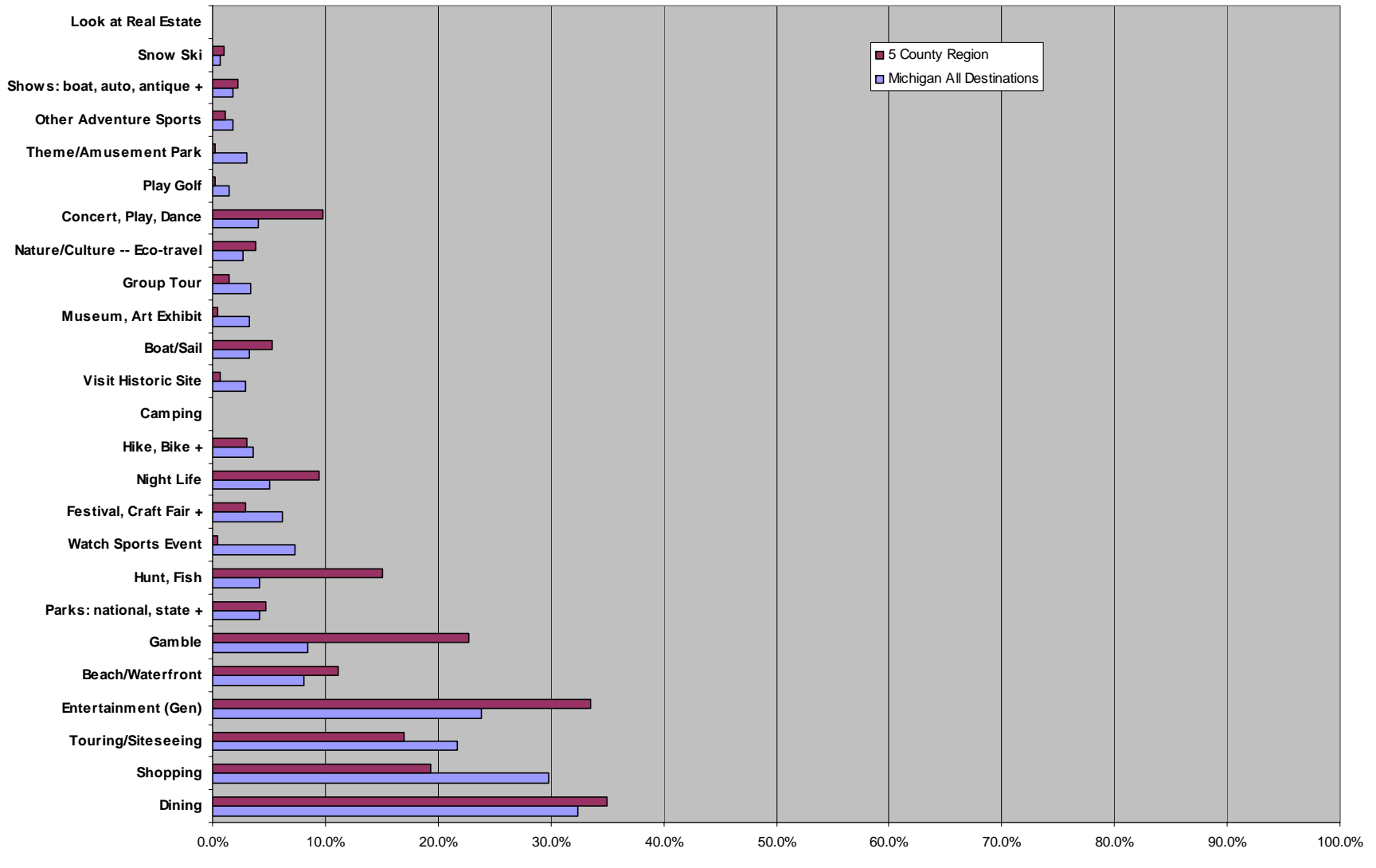
All Activities - Non Hotel Motel Paid



All Activities - Non Paid



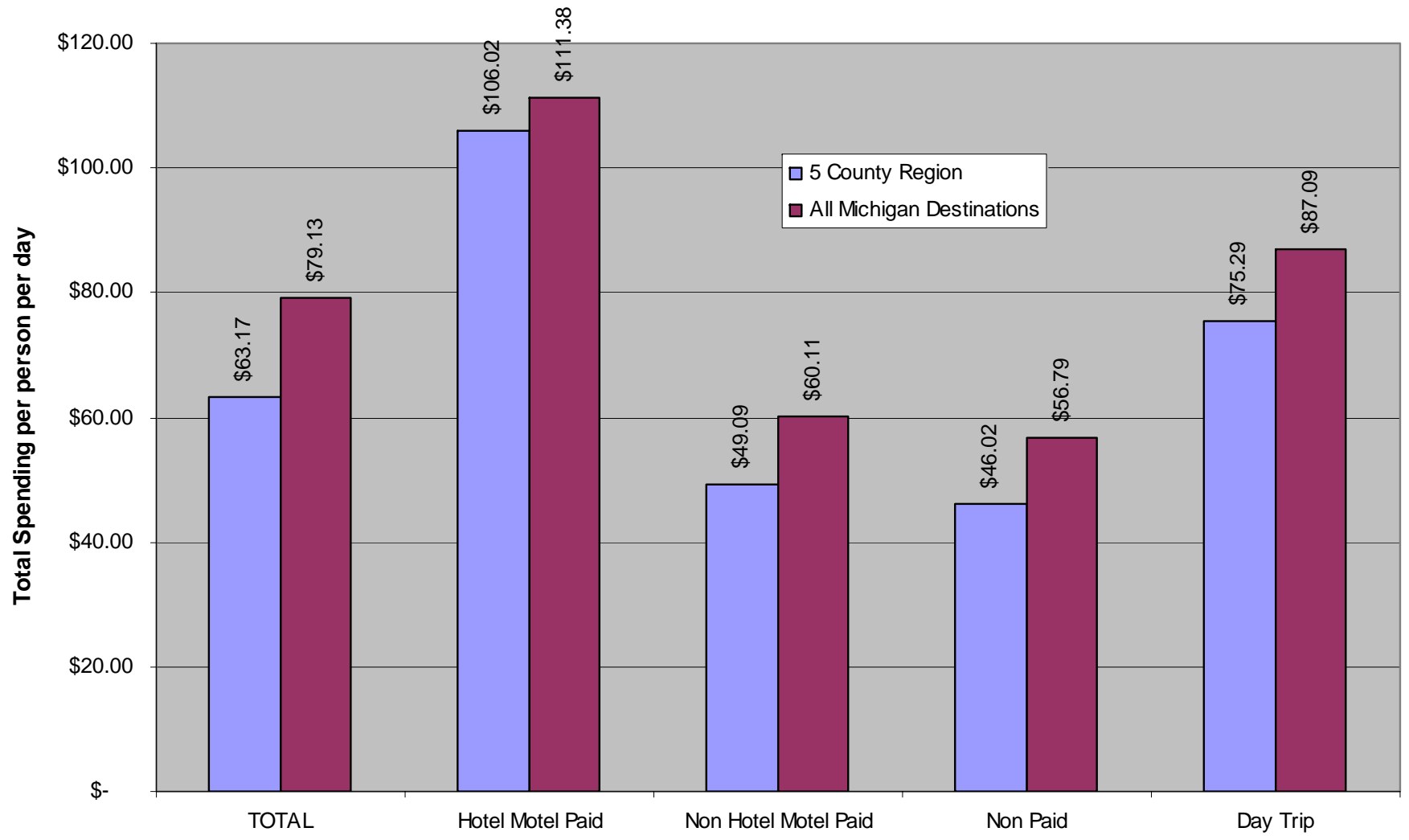
All Activities - Day Trip



Activities [Multi-Response]	TOTAL	Hotel Motel Paid	Non Hotel Motel Paid	Non Paid	Day Trip
Dining	29.0%	51.1%	5.7%	18.4%	35.0%
Shopping	18.9%	30.1%	10.6%	18.1%	19.3%
Touring/Siteseeing	18.8%	31.3%	32.6%	8.7%	17.0%
Entertainment (Gen)	25.5%	37.4%	8.3%	9.5%	33.5%
Beach/Waterfront	21.6%	27.2%	51.1%	27.2%	11.2%
Gamble	16.1%	23.0%	2.6%	3.7%	22.8%
Parks: national, state +	10.4%	11.8%	32.6%	10.0%	4.8%
Hunt, Fish	20.2%	2.6%	31.3%	34.5%	15.1%
Watch Sports Event	1.0%	7.7%	0.0%	0.0%	0.4%
Festival, Craft Fair +	4.9%	3.9%	14.2%	4.6%	2.9%
Night Life	5.8%	2.3%	2.0%	0.0%	9.4%
Hike, Bike +	6.2%	1.9%	17.2%	9.5%	3.1%
Camping	13.2%	0.0%	77.7%	10.7%	0.0%
Visit Historic Site	1.7%	5.4%	2.2%	2.5%	0.7%
Boat/Sail	11.0%	7.6%	26.1%	17.9%	5.3%
Museum, Art Exhibit	0.7%	3.2%	1.0%	0.1%	0.4%
Group Tour	2.9%	14.8%	4.7%	0.0%	1.5%
Nature/Culture -- Eco-travel	6.2%	1.8%	19.0%	5.6%	3.9%
Concert, Play, Dance	6.7%	3.3%	0.8%	3.7%	9.8%
Play Golf	2.4%	2.0%	10.1%	3.4%	0.2%
Theme/Amusement Park	0.4%	2.1%	0.0%	0.0%	0.3%
Other Adventure Sports	3.8%	21.4%	8.2%	0.0%	1.1%
Shows: boat, auto, antique +	1.5%	0.3%	1.3%	0.0%	2.3%
Snow Ski	1.7%	0.0%	0.0%	5.5%	1.0%
Look at Real Estate	0.3%	0.0%	0.3%	1.1%	0.0%

How Much Do They Spend

Spending by Accomodation PPPD



The End !!

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