

MICHIGAN TOURISM FACTS

Inbound Michigan Travel

Where do Michigan visitors come from? Michigan receives a high proportion of its visitors from within its own borders. Almost 60% of Michigan visitor person days originate within Michigan. Several other nearby states provide another large portion of the remainder of Michigan person days.

One benefit of being heavily dependent on Michigan residents is that the volatility of the national economy is damped with respect to the tourism economy. Unfortunately when the Michigan economy softens more than the rest of the nation, the impact is made worse by over-dependence on Michigan residents.

The over-dependence on Michigan residents also means the economic impact of tourism is not as great as it could be for the state as a whole. Reshuffling Michigan money may be helpful to some incomes in Michigan, but it does not result in an export of the Michigan tourism product from the standpoint of the state as a whole.

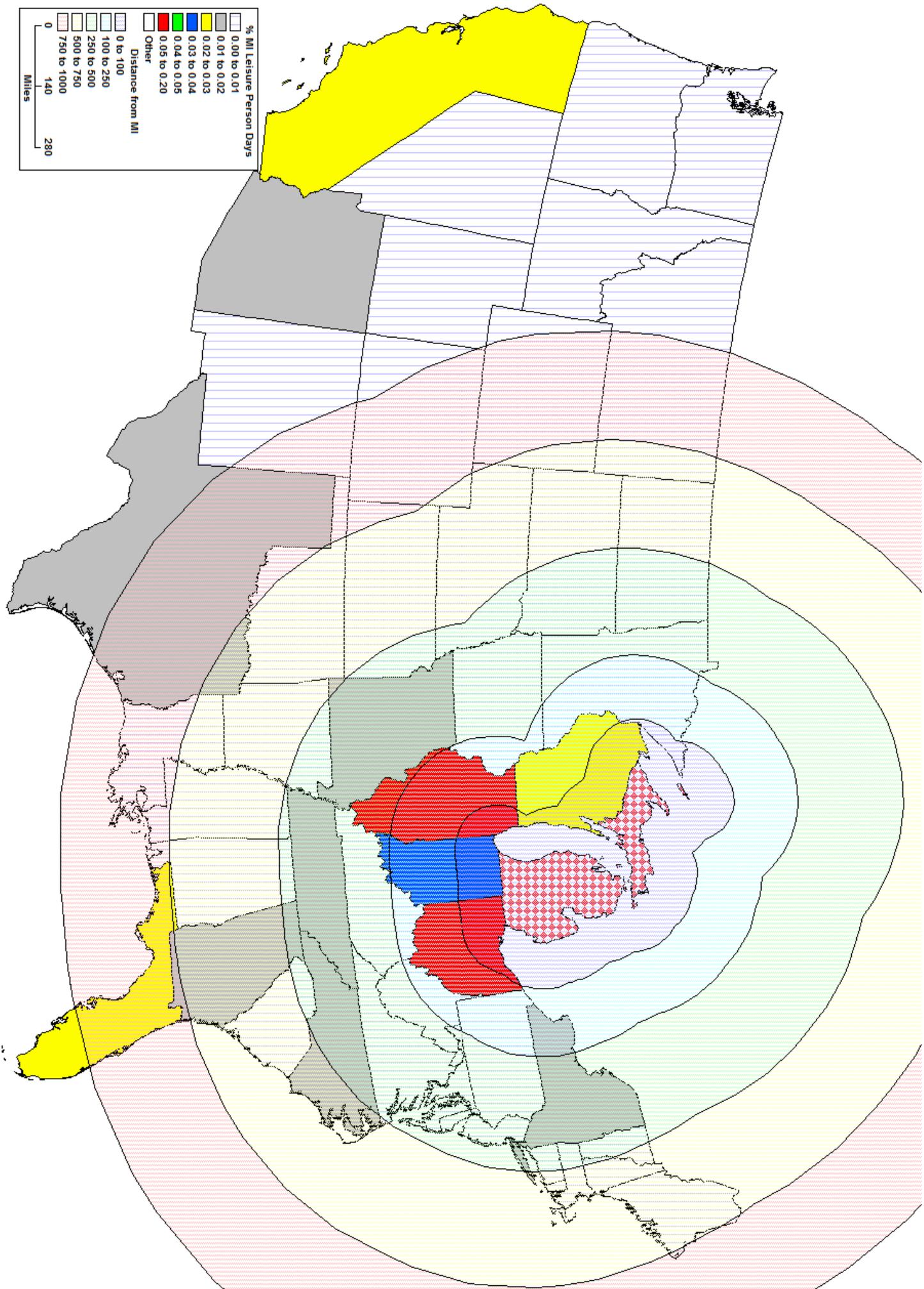
Average Percent of Leisure Person Days by State of Origin Years 2000 thru 20004. Top 15 States

Origin State	% of Michigan Leisure Person Days
Michigan	57.54%
Illinois	7.43%
Ohio	5.75%
Indiana	3.39%
Florida	2.96%
Wisconsin	2.61%
California	2.04%
Texas	1.68%
New York	1.30%
North Carolina	1.29%
Tennessee	1.29%
Georgia	1.08%
Missouri	1.08%
Arizona	1.04%
Minnesota	0.90%
Pennsylvania	0.89%

Source: D.K. Shifflet & Associates

Location of Origins

The map on the following page shows the location of important sources of Michigan visitor person days and their one way distance from the state's border



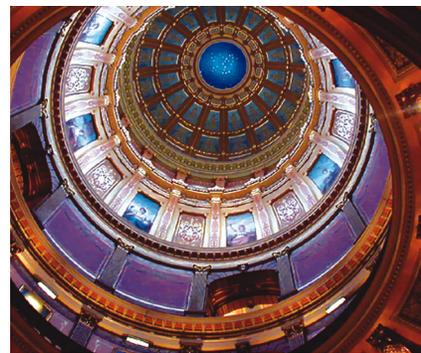
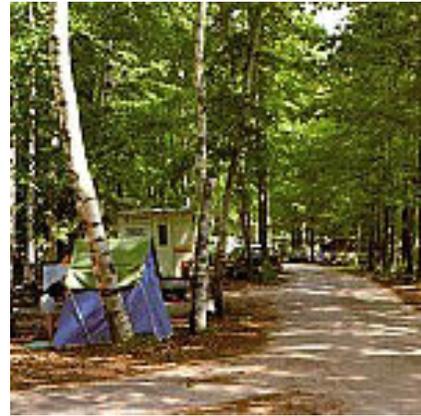
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Destination Marketing Areas (DMAs) in states immediately surrounding Michigan provide another 16% of Michigan's person days. Note that most, *but not all*, of the visitors from a given state come from the DMAs within that state, however some come from parts of the state which are not within a DMA.

In addition to DMAs in near by states, another 16% of the person days Michigan receives are accounted for by DMAs that are more distant. While many persons from these DMAs may be visiting friends and relatives, the fact that they are willing to travel the distance suggests that there may be untapped markets that would allow increasing visitation to Michigan and that people will come if they have a compelling reason to do so.

Giving people that compelling reason to visit is one of the challenges of the Michigan tourism industry.



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Origin DMA	Person Days by Origin							
	US TOTAL %	Michigan PDs %	Extrapolated Leisure PDs	Person Day Rank	Leisure PDs	Share		
Detroit, MI	2.001%	26.939%	40,718,261	1	87,061,763	57.6%		
Grand Rapids-Kalamazoo-Battle Creek, MI	0.680%	11.425%	17,269,127	2				
Flint-Saginaw-Bay City, MI	0.388%	6.730%	10,172,325	4				
Traverse City-Cadillac, MI	0.302%	6.504%	9,830,983	5				
Lansing, MI	0.220%	3.550%	5,365,959	6				
Marquette, MI	0.130%	1.857%	2,806,587	8				
Alpena, MI	0.022%	0.594%	898,521	27				
Chicago, IL	2.909%	8.141%	12,305,193	3	25,131,362	16.6%		
Toledo, OH	0.427%	2.289%	3,459,618	7				
South Bend-Elkhart, IN	0.326%	1.493%	2,255,958	11				
Cleveland-Akron (Canton), OH	1.275%	1.542%	2,330,087	10				
Ft. Wayne, IN	0.299%	0.811%	1,225,382	18				
Green Bay-Appleton, WI	0.463%	0.921%	1,392,260	15				
Indianapolis, IN	0.957%	0.719%	1,086,777	21				
Milwaukee, WI	0.830%	0.712%	1,076,088	22				
Tampa-St. Petersburg (Sarasota), FL	1.760%	1.571%	2,374,910	9			25,446,844	16.8%
St. Louis, MO	1.257%	1.119%	1,691,882	12				
Phoenix, AZ	1.412%	0.970%	1,466,045	13				
Cincinnati, OH	0.805%	0.921%	1,392,605	14				
Columbus, OH	0.735%	0.859%	1,298,822	16				
Nashville, TN	0.731%	0.843%	1,273,652	17				
Los Angeles, CA	5.347%	0.809%	1,223,313	19				
Orlando-Daytona Beach-Melbourne, FL	1.107%	0.760%	1,148,494	20				
Washington, DC (Hagerstown, MD)	2.401%	0.709%	1,071,951	23				
New York, NY	5.695%	0.696%	1,052,642	24				
Minneapolis-St. Paul, MN	1.591%	0.616%	931,276	25				
Dayton, OH	0.441%	0.602%	910,589	26				
Atlanta, GA	2.145%	0.548%	828,184	28				
Charlotte, NC	1.021%	0.526%	794,395	29				
Dallas-Fort Worth, TX	2.312%	0.508%	768,536	30				
Pittsburgh, PA	1.138%	0.491%	742,677	31				
Wausau-Rhineland, WI	0.191%	0.455%	687,510	32				
Houston, TX	1.677%	0.449%	679,235	33				
Boston, MA (Manchester, NH)	2.202%	0.441%	666,823	34				
San Francisco-Oakland-San Jose, CA	2.560%	0.428%	647,170	35				
Buffalo, NY	0.947%	0.344%	519,253	37				
Kansas City, MO	0.725%	0.307%	464,431	39				
Knoxville, TN	0.484%	0.305%	460,639	40				
Denver, CO	1.402%	0.287%	433,400	43				
Madison, WI	0.322%	0.286%	432,711	44				
Philadelphia, PA	2.569%	0.278%	419,954	45				
Louisville, KY	0.512%	0.274%	414,092	46				
Rockford, IL	0.165%	0.231%	348,582	50				
Rochester, NY	0.486%	0.201%	303,070	54				
All Other Origins		9.000%				9.000%		

Source: D.K. Shifflet & Associates

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