

# The History, Arts and Cultural Travel Industry in Michigan

Michigan Economic Development  
Corporation

Corporate Research Unit

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# Definitions

- First, all trips are divided into two broad categories business and leisure. Leisure is in general what we refer to as tourist travel. It includes vacations, short getaways, day-trips, attending a special event, and visiting friends/relatives. While friends and relatives travel may seem a little out of place in this category, we do find that this type of traveler does spend time and money on tourism related activities like visiting attractions, dining out and shopping.
- Second, a visitor-day (or person-day) is one person spending one day on a trip, such that a family of four taking a 3-day trip is 12 visitor days. Because length of stay can vary widely, sometimes it is a better measure of volume to look at the number of days rather than the number of visitors or trips.
- Finally, a trip is defined as one that is 50 miles or more away from home, or involving an overnight stay in commercial lodging.

# How Important is The History, Arts and Culture Travel Industry in Michigan?

Main Reason for Trip - 2010	Leisure Visitors	Leisure Visitor-Days	Leisure Spending (\$millions)
<b>MICHIGAN TOTAL</b>	<b>77,196,960</b>	<b>153,679,707</b>	<b>\$ 12,616.9</b>
Touring/Sightseeing	17,287,533	31,627,500	\$ 3,523.6
Beach/Waterfront	14,223,112	30,784,627	\$ 2,103.7
Shows: boat, auto, antique	1,061,900	1,646,188	\$ 138.7
Gamble	5,315,921	9,368,970	\$ 953.5
<b>Concert, Play, Dance</b>	<b>5,461,455</b>	<b>9,064,684</b>	<b>\$ 609.6</b>
Parks: national, state	3,954,035	13,078,218	\$ 766.7
Night Life	2,301,081	4,284,349	\$ 391.5
<b>Festival, Craft Fair +</b>	<b>6,080,332</b>	<b>9,055,555</b>	<b>\$ 504.2</b>
Other Adventure Sports	1,387,925	3,277,162	\$ 329.8
Watch Sports Event	4,005,757	8,036,197	\$ 950.0
<b>Nature/Culture/Eco-travel</b>	<b>2,545,064</b>	<b>4,542,992</b>	<b>\$ 249.6</b>
Hunt, Fish	3,614,812	7,558,467	\$ 360.6
Theme/Amusement Park	1,301,960	2,486,018	\$ 199.9
Hike, Bike +	2,809,380	6,003,565	\$ 242.8
Play Golf	704,485	1,740,517	\$ 247.8
Snow Ski	1,276,278	4,028,748	\$ 238.0
<b>Visit Historic Site</b>	<b>2,572,174</b>	<b>4,256,963</b>	<b>\$ 522.2</b>
Boat/Sail	579,640	1,198,887	\$ 87.2
<b>Museum, Art Exhibit</b>	<b>714,116</b>	<b>1,640,102</b>	<b>\$ 197.6</b>
<b>Arts/Culture/History Net</b>	<b>17,373,142</b>	<b>28,560,296</b>	<b>\$ 2,083.1</b>

# Where do the HAC Visitors to Michigan Come From?

## Origin of History, Arts and Culture Visitors to Michigan 2010

### Origin State

<b>TOTAL</b>	100.0%
Michigan	86.2%
Ohio	3.2%
Illinois	2.9%
Kentucky	1.1%
Indiana	1.1%
Minnesota	0.9%
Arizona	0.8%
California	0.7%
Pennsylvania	0.6%
Mississippi	0.5%
Wisconsin	0.5%

# Other Visitor Characteristics

## Top 10 Counties for History, Art and Culture Visitors - 2010

	All HAC Visitors	Visit Historic Site	Museum, Art Exhibit	Festival, Craft Fair	Nature/ Culture/ Eco-travel	Concert, Play, Dance
<b>Michigan</b>						
<b>TOTAL</b>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Saginaw	13.7%	0.0%	0.0%	10.4%	40.8%	14.0%
Wayne	13.4%	5.9%	33.2%	12.3%	3.9%	18.6%
Oakland	10.2%	24.0%	0.0%	1.3%	0.0%	19.3%
Gratiot	8.2%	0.0%	0.0%	24.0%	0.0%	0.0%
Kent	6.3%	13.3%	31.0%	0.9%	10.9%	3.2%
Eaton	6.0%	0.0%	0.0%	17.5%	0.0%	0.0%
Calhoun	5.3%	0.0%	0.0%	0.0%	0.0%	16.1%
Cheboygan	4.9%	28.5%	1.7%	0.7%	0.2%	1.4%
Washtenaw	3.4%	1.3%	0.0%	0.4%	6.0%	7.0%
Kalamazoo	2.7%	0.0%	2.0%	4.5%	0.0%	3.1%
<b>All Other Counties</b>	26.0%	27.0%	32.2%	28.2%	38.2%	17.1%