

MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION

PURE *M*ICHIGAN®

# History, Arts, and Cultural Travel

2015 Data

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# 2015 Volume

	Number of Visitors (in millions)	Direct Spending (in millions)
All Michigan Leisure Travel	91.15	14,694.85
For travelers participating in history, arts, and cultural activities <sup>1</sup>	10.26	1,220.07

<sup>1</sup> Visitor is defined as an individual (resident or nonresident) who has traveled 50 or more miles, traveling for the purpose of leisure, with destination state of Michigan.

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# 2015 Direct Spending of Visitors broken out by activities

(top 25 highest dollar activities)

Visit Friends/Relatives	\$2,223,854,941.73	Festival/Fairs	\$323,150,722.42
Shopping	\$1,512,131,163.60	Museum, Art Exhibits, etc.	\$269,359,026.17
Culinary/Dining Experience	\$1,389,134,210.03	Movies	\$255,414,129.73
Beach/Waterfront	\$1,021,597,178.95	Other Activities	\$252,654,820.44
Gambling [slots, cards, horses, etc.]	\$575,523,677.94	Amateur Sports	\$244,362,057.56
Parks: National/State, etc.	\$571,903,938.86	Camping	\$218,504,659.17
Touring/Sightseeing	\$543,687,776.07	Hiking	\$214,825,580.11
Holiday Celebration	\$472,479,794.27	Wildlife Viewing	\$206,102,602.33
Nightlife	\$449,574,560.12	Boating/Sailing	\$177,515,564.64
Other Personal Celebrations and Gatherings	\$438,344,467.99	Winery/Distillery/Brewery Tours	\$176,610,629.87
<b>Concert, Theater, Dance</b>	<b>\$422,797,391.96</b>	Fishing	\$176,210,084.97
<b>Historic Sites</b>	<b>\$383,766,516.94</b>	Reunion/Graduation	\$169,074,451.80
Medical/Health/Doctor Visit	\$341,664,797.69		

# Volume Trends 2013-2015



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# Volume Trends 2013-2015



## Top Destination Regions for Cultural Travelers in 2015

Southeast	46%
Southwest	23%
Northwest	15%
Northeast	9%
Upper Peninsula	7%

## Top Origin States of Cultural Travelers in 2015

Michigan	69%
Ohio	6%
Illinois	3%
Florida	3%

## Cultural Travelers in 2015 by Generation

Silent	6%
Baby Boomer	38%
Gen X	26%
Millennial	29%