

PURE MICHIGAN SPRING/SUMMER 2024 TRAVEL GUIDE

READER SURVEY RESULTS



OBJECTIVE

Investigate reader satisfaction and engagement with the Pure Michigan Spring/Summer 2024 Travel Guide, including:

- Impressions of the guide
- Travel plans while visiting Michigan
- Factors influencing travel decisions
- Current attitudes towards travel

METHODOLOGY

Online survey fielded to readers of the Pure Michigan Spring/Summer 2024 Travel Guide

- Field dates: January 3—July 28, 2024
- Recruitment:
 - ✓ In-guide recruitment ad with a QR code linking to the survey
 - ✓ Email invitation to Travel + Leisure and Midwest Living readers who received the guide polybagged with an issue
- Respondents: 1,226 adults age 18+

PURE MICHIGAN TRAVEL GUIDE 2024
READERSHIP SURVEY



chance to win
\$10,000

We want to hear from you! Help make the *Pure Michigan Travel Guide* even better next year. Please take our quick survey at [DotdashMeredith.com/MIGuideSurvey](https://dotdashmeredith.com/MIGuideSurvey) or scan the QR code (rules below).



*NO PURCHASE OR SURVEY PARTICIPATION IS NECESSARY TO ENTER OR WIN. Subject to Official Rules at <http://dotdashmeredith.com/readersweepstakesrules>. The \$10,000 Reader Survey Sweepstakes begins at 12:00 AM ET on October 1, 2023 and ends at 11:59 PM ET on September 30, 2024. Open to legal residents of the 50 United States and the District of Columbia, 21 years or older. Sweepstakes is offered by Dotdash Media Inc. and may be promoted by any of its publications in various creative executions online and in print at any time during the sweepstakes. Limit one (1) entry per person and per email address, per survey. Void where prohibited. Sponsor: Dotdash Media Inc.

KEY INSIGHTS

Engagement With the Guide

- The majority of consumers received their copy of the Pure Michigan Spring/Summer 2024 Travel Guide either as **part of their magazine subscription (67%)**.
- **93%** of readers have a **highly positive impression** of Michigan as a travel destination after reading the guide.
- **Nearly all** were **highly satisfied** with the guide and found the content to be **highly informative (90%)**.
- There was **high satisfaction** across all elements of the guide, including the **photography (96%)**, **cover art (94%)**, **paper quality (90%)**, **layout & design (89%)**, **writing and storytelling (87%)**, and **use of maps (77%)**. These scores align with the 2021 travel guide study.* Readers found the **cover** of the guide to be **visually appealing (98%)** and **engaging**.
- **95%** **took action** after reading the guide, with **over 2/3 saving the guide** for future travel planning.
- The guide had a **positive impact** on potential travel to Michigan, with scores aligning with 2021. **96%** of those who read the guide are **likely to travel there** (or already have), aligning with 2021, and plan to stay for an **average of 6 days** while **spending nearly \$2,000**.
- Trips to Michigan will be focused on **nature travel (51%)**, with **67%** participating in **outdoor activities** (e.g., hiking, biking, golf, etc.), and on **family/multi-generational vacation (40%)**.

General Travel Experience

- **94%** **plan to travel for leisure** in the next 12 months, averaging **3 trips**, and will most likely be traveling with their **partner/spouse (68%)**.
- **Travel guides (58%)** and **travel magazines (58%)** are their top resource for travel planning.
- **Scenery/landscape (70%)**, **affordability (61%)**, **rest & relaxation (57%)** and **exploring new destinations (57%)** will **drive destination choices**.

SURVEY DEMOGRAPHICS

Gender Identification

- Female 79%
- Male 21%

Age

- 18-34 9%
- 35-44 10%
- 45-54 15%
- 55-64 26%
- 65+ 40%

- Gen Z 4%
- Millennials 15%
- Gen X 26%
- Boomers 55%

Average age 58

Children Under 18

Currently Living At Home

- Yes 19%

Household Income

- Less than \$50,000 15%
- \$50,000-\$74,999 20%
- \$75,000-\$99,999 18%
- \$100,000-\$124,999 15%
- \$125,000-\$149,999 8%
- \$150,000 - \$199,999 11%
- \$200,000 or more 13%

Average HHI \$126,628

Race/Ethnicity

- White/Caucasian 93%
- Black/African American 4%
- Hispanic/Latino 3%
- Asian 1%
- American Indian/Alaskan Native 1%
- Native Hawaiian/Other Pacific Islander <1%

LGBTQIA+

- Yes 4%

State of Residence

- Michigan 38%
- Illinois 14%
- Ohio 13%
- Indiana 12%
- Wisconsin 9%
- Florida 3%
- Kentucky 2%
- Minnesota 2%
- Missouri 2%
- Georgia 1%
- Pennsylvania 1%
- *All other states <1%

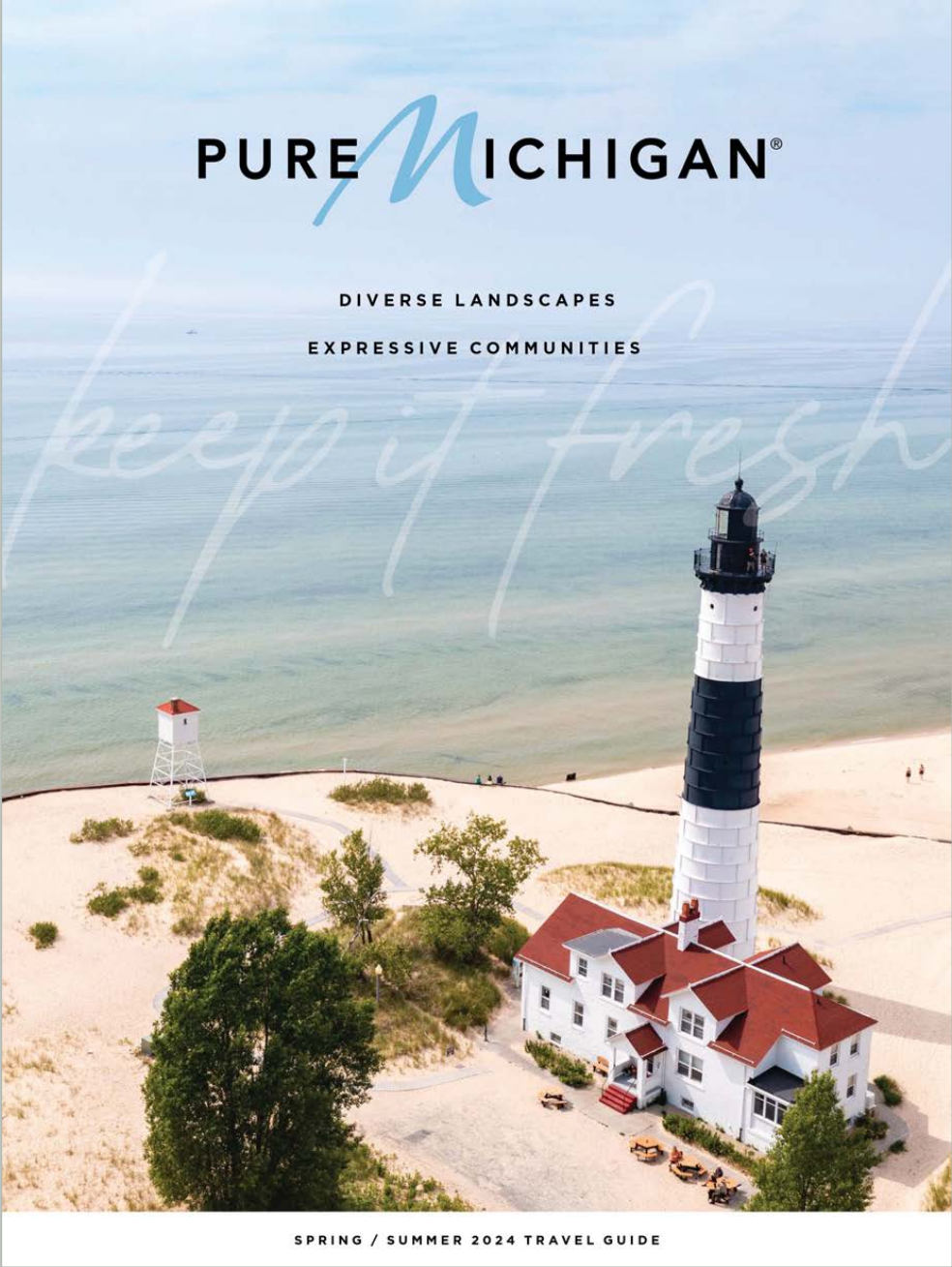
Engagement with the Guide



THE MAJORITY OF CONSUMERS OBTAINED THEIR COPY OF THE GUIDE AS PART OF A MAGAZINE SUBSCRIPTION

Method of Obtaining the Pure Michigan Spring/Summer 2024 Travel Guide	
Received it along with a magazine I subscribe to	67%
Ordered it on Michigan.org and it was mailed to me	12%
It was passed along to me	6%
Picked it up at a welcome center	4%
Ordered it using a reply card I found in a magazine	3%
Downloaded a copy from Michigan.org	2%
Picked it up at a hotel or attraction	1%
Another way (not listed above)*	5%

*Includes airport, salon, library, retail store, medical office/hospital (each 1% or less)
Q: How did you obtain your copy of the Pure Michigan Spring/Summer 2024 Travel Guide?
Source: Pure Michigan Spring/Summer 2024 Travel Guide Reader Survey



NEARLY ALL READERS HAVE A POSITIVE IMPRESSION OF MICHIGAN AS A TRAVEL DESTINATION AFTER READING THE GUIDE

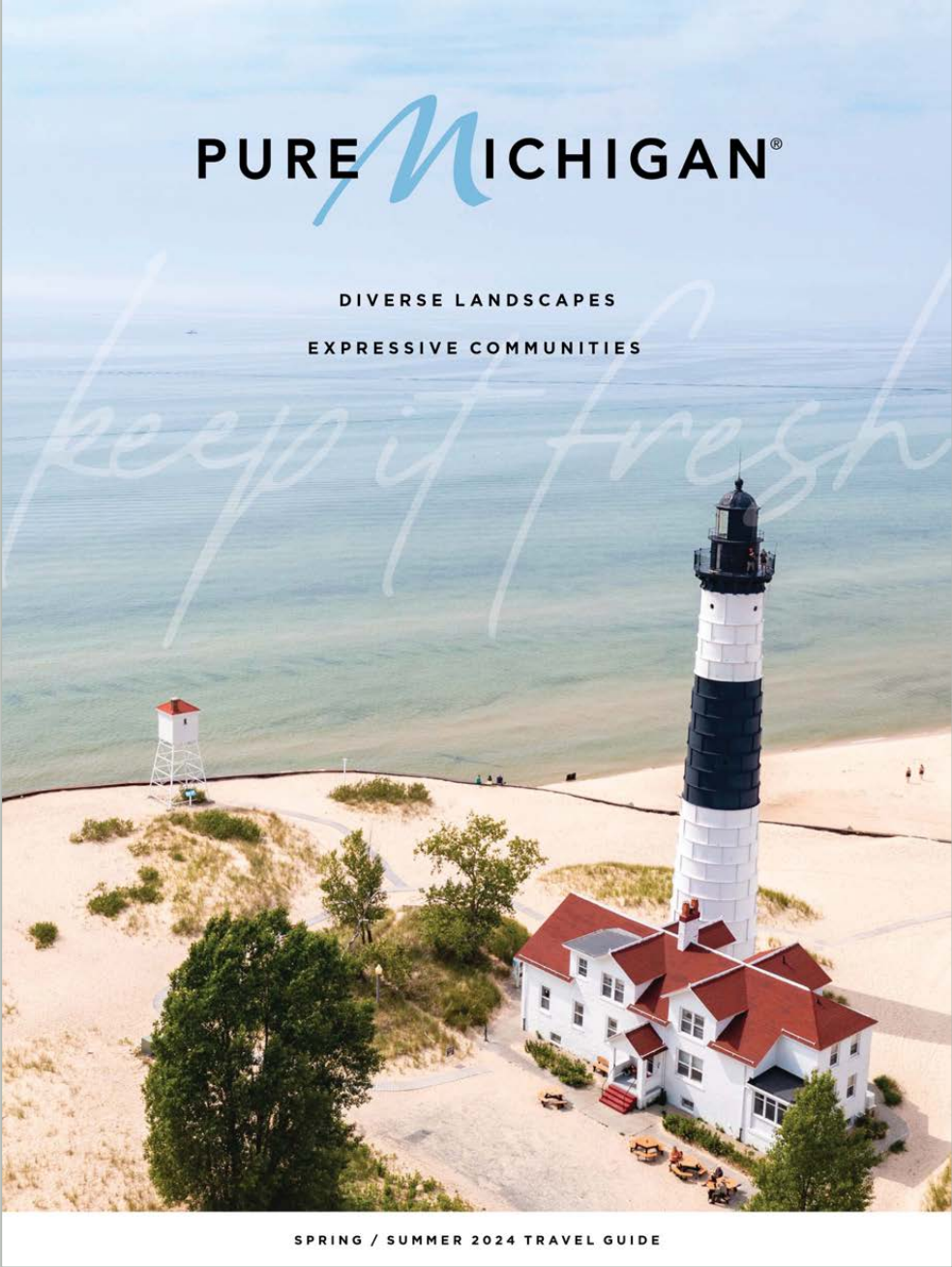
Overall Opinion of Michigan as a Travel Destination After Viewing the Pure Michigan Spring/Summer 2024 Travel Guide	
Highly Positive Opinion (NET)	93%
Excellent	63%
Very good	30%
Good	6%
Fair/Poor (NET)	1%

Change in Opinion of Michigan as a Travel Destination After Viewing the Pure Michigan Spring/Summer 2024 Travel Guide	
More Favorable (NET)	72%
Much more favorable	42%
Somewhat more favorable	30%
No change	28%
Much/somewhat less favorable (NET)	0%

Q: What is your overall opinion of Michigan as a travel destination after reading/looking at the guide?
Q: How has your overall opinion of Michigan as a travel destination changed after reading/looking at the guide?
Source: Pure Michigan Spring/Summer 2024 Travel Guide Reader Survey

NEARLY ALL READERS WERE HIGHLY SATISFIED WITH THE GUIDE OVERALL

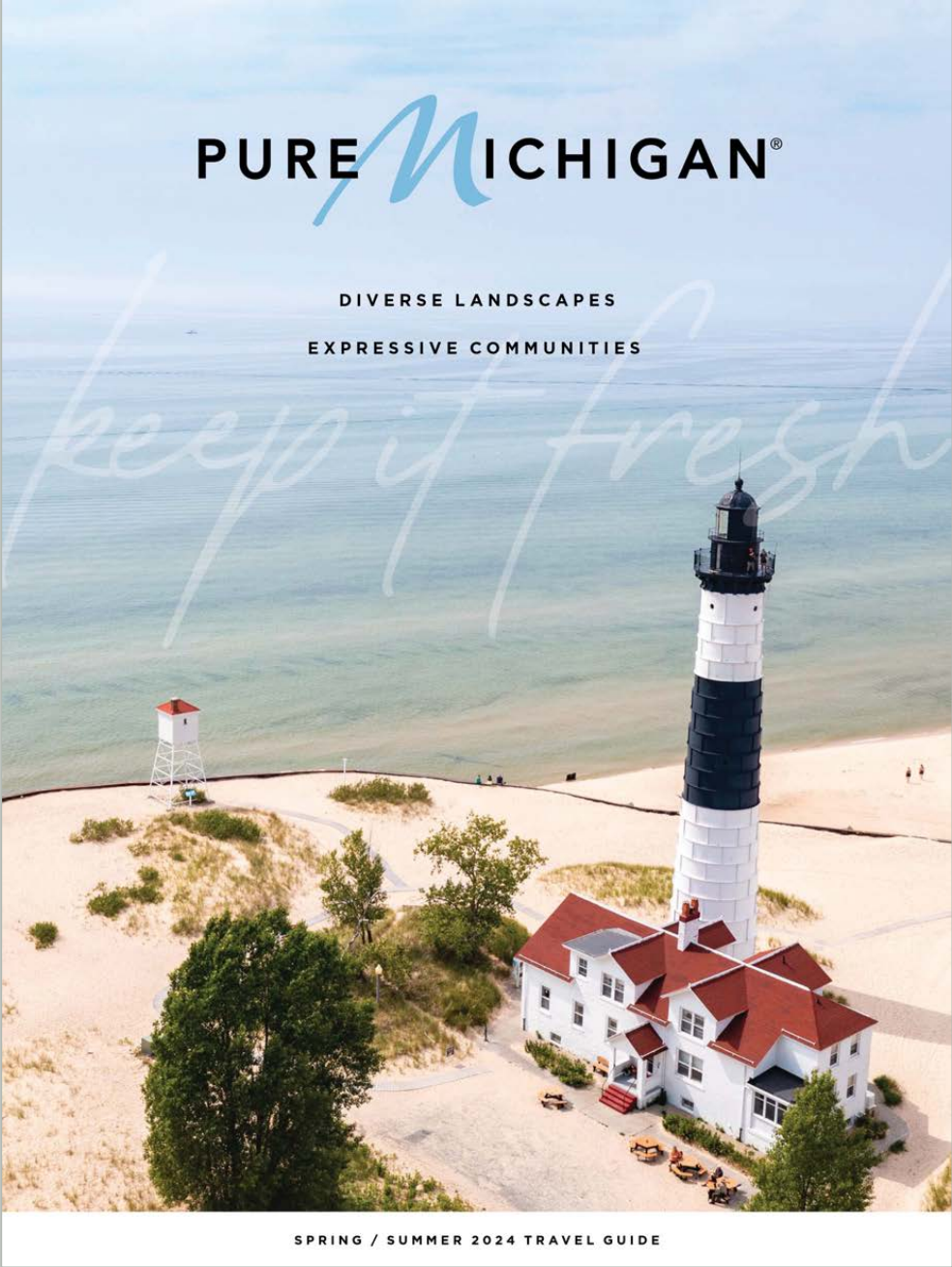
Overall Satisfaction With the Pure Michigan Spring/Summer 2024 Travel Guide	
Highly Satisfied (NET)	92%
Extremely satisfied	51%
Very satisfied	41%
Somewhat satisfied	7%
Not at all satisfied (NET)	1%



Q: How would you rate your overall satisfaction with the Pure Michigan Spring/Summer 2024 Travel Guide?
Source: Pure Michigan Spring/Summer 2024 Travel Guide Reader Survey

NEARLY ALL READERS FOUND THE CONTENTS OF THE GUIDE TO BE INFORMATIVE

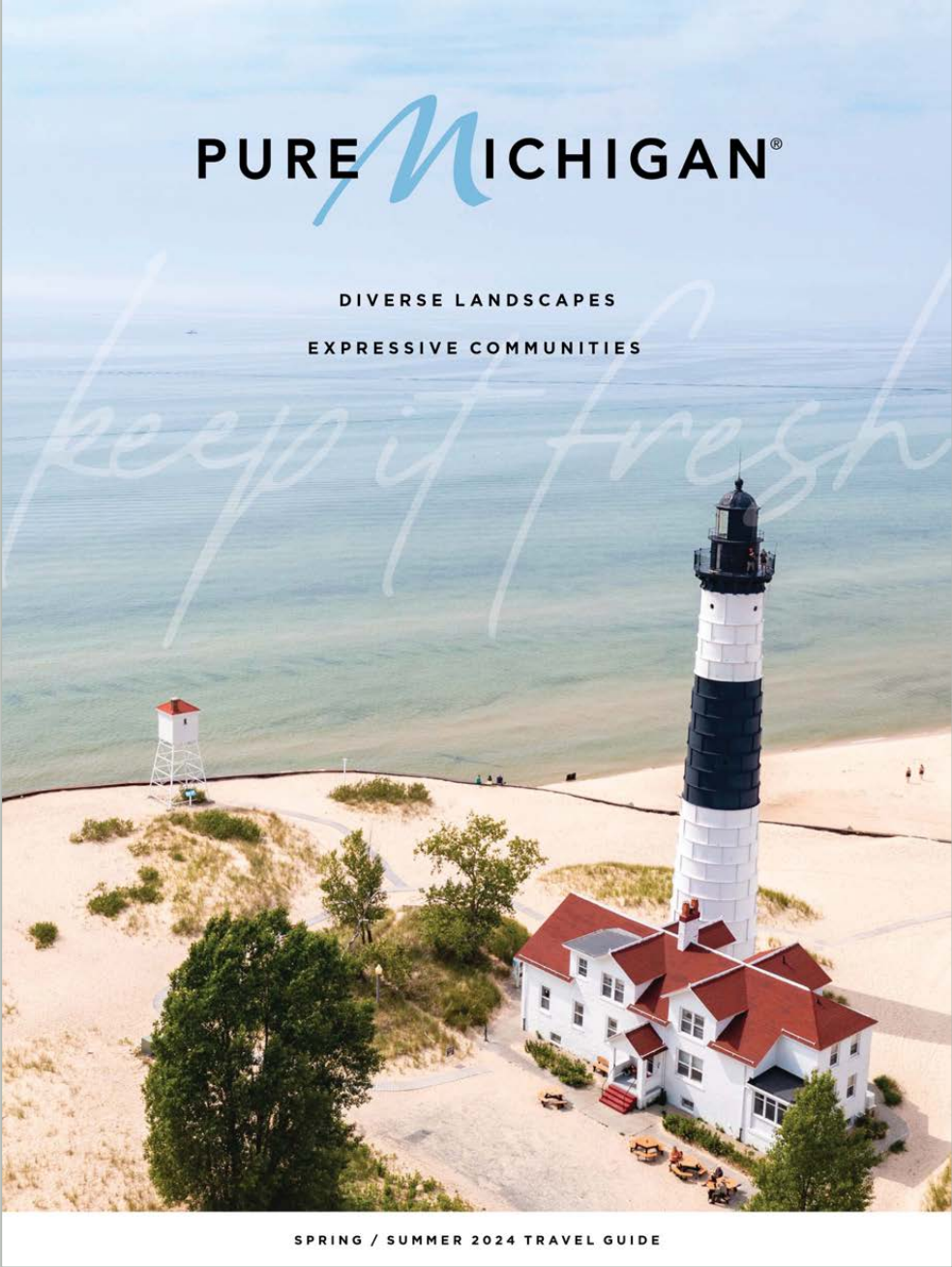
How Informative Is the Pure Michigan Spring/Summer 2024 Travel Guide	
Highly Informative (NET)	90%
Extremely informative	40%
Very informative	50%
Somewhat informative	9%
Not at all informative (NET)	1%



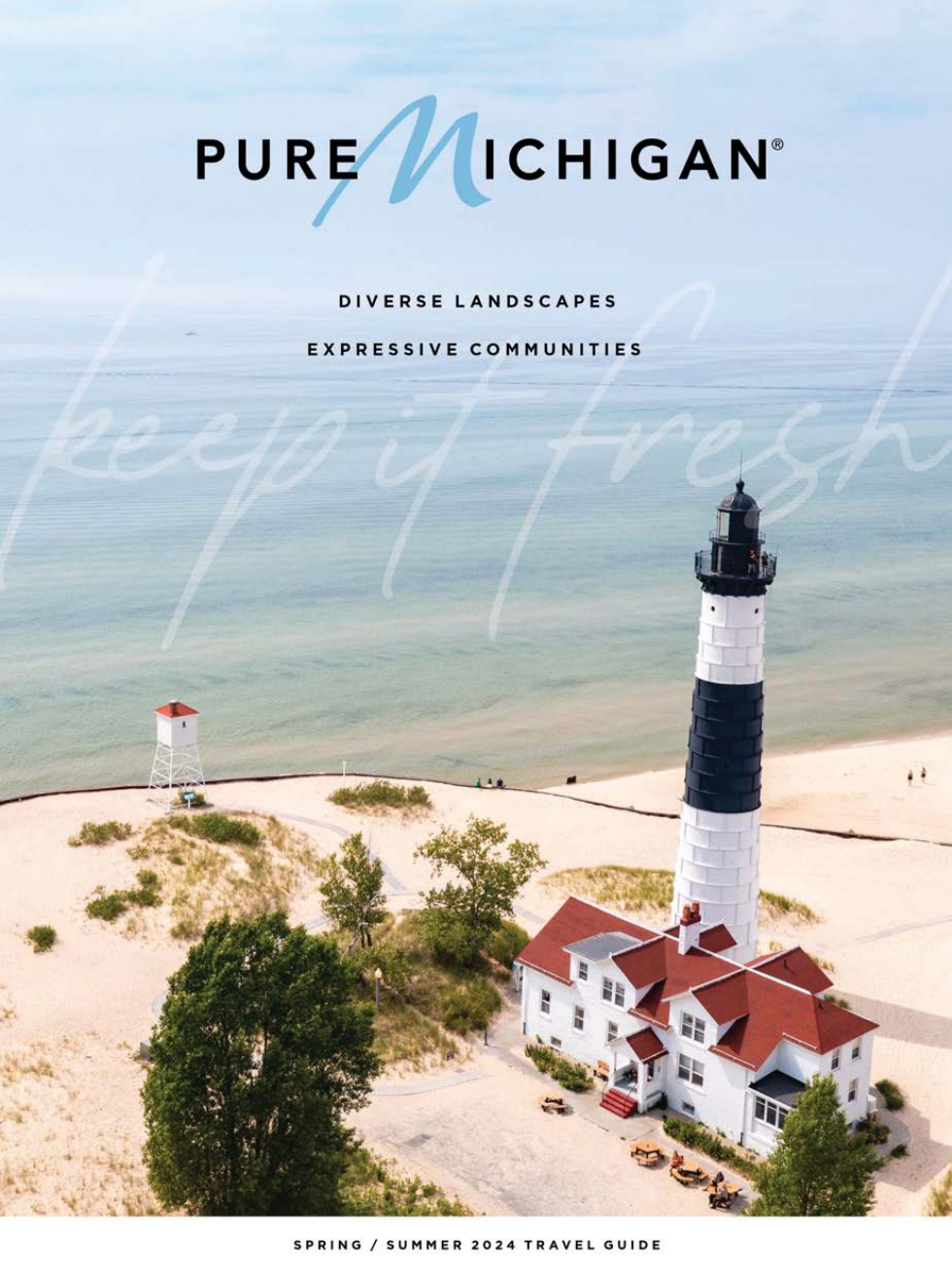
Q: How informative would you say the the Pure Michigan Spring/Summer 2024 Travel Guide is?
Source: Pure Michigan Spring/Summer 2024 Travel Guide Reader Survey

THERE WAS HIGH SATISFACTION ACROSS MOST ELEMENTS OF THE GUIDE, AND SCORES ALIGN WITH 2021

Satisfaction With the Elements of the Pure Michigan Spring/Summer 2024 Travel Guide (Rated as Excellent/Very good – Top 2 boxes of 5)		
	2024	2021*
Photography	96%	94%
Cover art (the photo, text, colors, etc.)	94%	-
Paper quality	90%	87%
Layout & design	89%	84%
Writing and storytelling	87%	78%
Use of maps	77%	60%



Q: How would you rate the following elements of the Pure Michigan Spring/Summer 2024 Travel Guide?
*Note: The wording of the question changed slightly from 2021 to 2024 but the response choices remained the same; “Cover art” was not measured:
2021 Q: How would you rate the Michigan Official Travel Guide 2021 on the following features?
Source: Pure Michigan Spring/Summer 2024 Travel Guide Reader Survey



READERS FELT THE COVER OF GUIDE WAS VISUALLY APPEALING & ENGAGING

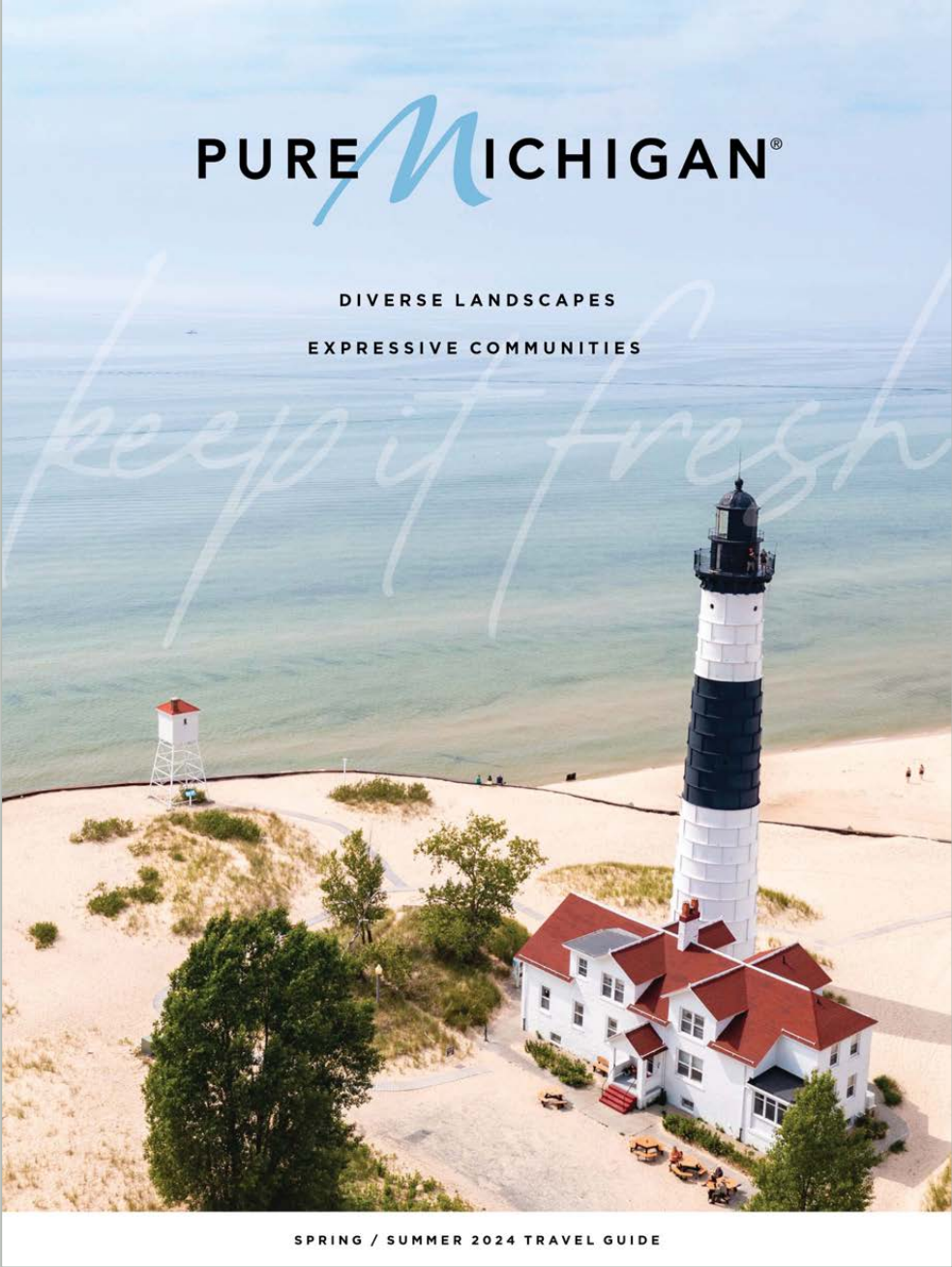
<i>Opinions of the Cover of the Pure Michigan Spring/Summer 2024 Travel Guide</i> <i>(Agree = Agree completely/Agree somewhat, Top 2 boxes of 5)</i>	
Is visually appealing	98%
Makes me want to open and read the guide	95%
Makes it appear that the guide would be helpful in planning a trip to Michigan	93%
Makes me more interested in visiting Michigan	86%
Gives me specific information about what’s inside	85%
Surprises me about what’s available in Michigan	76%

WHAT READERS ARE SAYING ABOUT THE GUIDE . . .

- *What I liked most about the Spring/Summer 2024 travel guide is the super easy, user friendly QR codes on trip ideas pertaining to the various beaches, lakefront, things to do, on both land and water that were available in this season's editorial. I enjoyed that this made it easy for me to scan and find out even more information about what I am seeing on a particular subject and page of the magazine. This kept me wanting to delve into more of what I can explore next In Michigan*
- *I really enjoy the visual and descriptive aspects of each destination shown. There are some places I'm familiar with that I was unaware of the amenities until further reading here. The photos enhance my curiosity and the key point information gives a thorough outline of expectations. I especially gravitate to the trivia information in smaller areas of the page that makes me feel like I just discovered one of Michigan's best kept secrets;)*
- *The magazine makes a valiant and successful effort to highlight cities and towns throughout the enormous state in the both the Upper and Lower peninsulas and islands. It impresses the reader of the vastness of the state!*
- *I didn't know hardly anything about Michigan except maybe the supposed "roughness" of Detroit and this guide was good on giving me a different outlook on the state. It gave me some very specific ideas about places to visit and/or regions to visit that would be appealing to me for a vacation. I was surprised at how much outdoor activities there are to do.*
- *I like the variety of attractions that are talked about in different locations. The pictures are beautiful and the state is portrayed as being relaxing, beautiful, and natural.*
- *I put our new guide on our coffee table for friends and family who visit. It is a great way to show the beauty, resources and great information for traveling in our great state.*
- *I like the fact that the magazine not only focused on cities and culture, but gave places where to eat and stay. I think the Pure Michigan guide had things for the young kids to do on vacation as well as elderly folks. I also learned something new about the the Croswell Opera House in Adrian, Michigan which is in our county that I didn't know.*

NEARLY ALL READERS TOOK ACTION AFTER READING THE GUIDE

Types of Actions Taken After Reading the Pure Michigan Spring/Summer 2024 Travel Guide	
Took any action (NET)	96%
Saved the guide for future travel planning	69%
Looked for more information about something listed in the guide	46%
Chose a destination in Michigan for a trip	38%
Shared/discussed information from the guide with a friend/relative/work colleague	38%
Recommended Michigan as a travel destination to a friend/relative/work colleague	29%
Visited Michigan.org	18%
Called a number or visited a website I found in the guide	18%
Followed Pure Michigan on social media	11%
Signed up for a newsletter from Pure Michigan	7%



Q: Below are some actions you may have taken after reading/looking at the Pure Michigan Spring/Summer 2024 Travel Guide. Please select all that apply.
Source: Pure Michigan Spring/Summer 2024 Travel Guide Reader Survey

THE GUIDE HAD A POSITIVE IMPACT ON POTENTIAL TRAVEL TO MICHIGAN, WITH SCORES ALIGNING WITH 2021



Impact on Travel Plans After Viewing the Pure Michigan Spring/Summer 2024 Travel Guide		
	2024	2021*
I have vacationed in Michigan before but have learned something new and am looking forward to returning soon	46%	-
I am more motivated to travel to Michigan because of the information in the guide	36%	33%
I added an event or attraction to a trip because of something I read in the guide	33%	28%
I have never vacationed in Michigan before but definitely would consider it now	11%	13%
I stayed longer/extended a trip because of something I read in the guide	6%	2%
I was considering a trip to another destination but switched to Michigan after reading the guide	5%	5%

Q: Which of the following statements represent how the Pure Michigan Spring/Summer 2024 Travel Guide impacted your travel planning? Select all that apply.

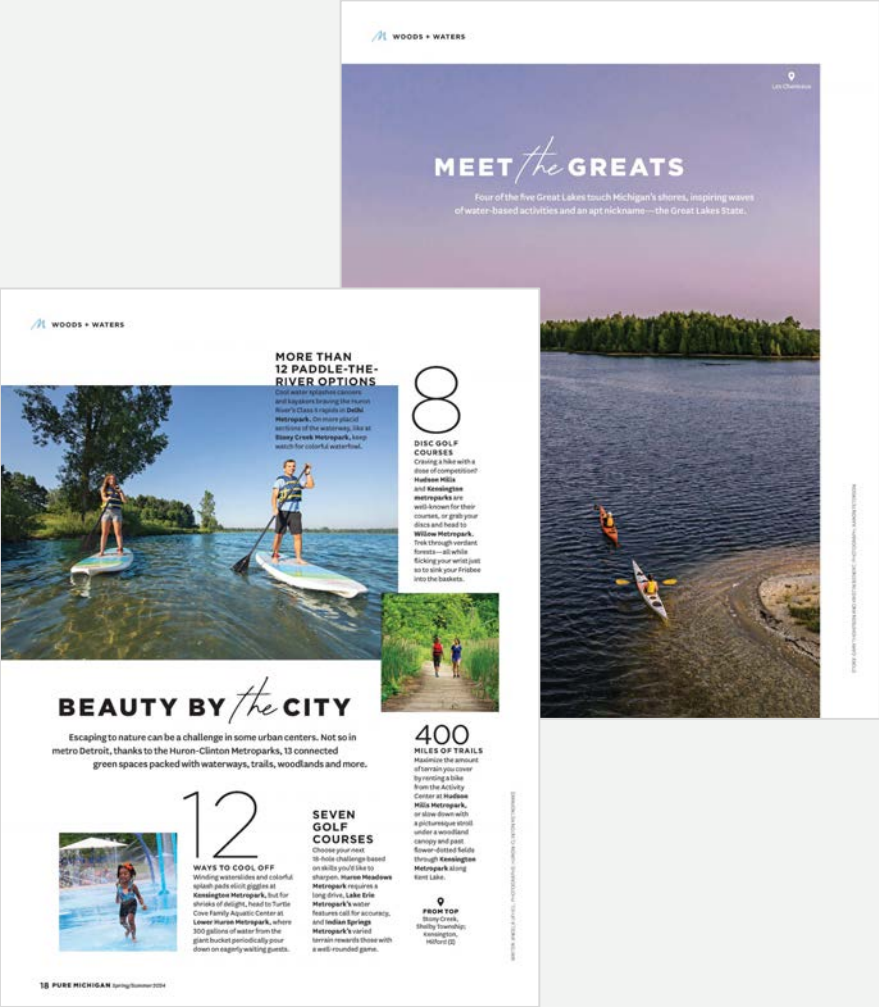
*Note: The wording of the question and some responses changed slightly from 2021 to 2024:

2021 Q: Below are some statements about the kind of impact the guide may or may not have had on your travel planning. Select all that apply to you.

Source: Pure Michigan Spring/Summer 2024 Travel Guide Reader Survey

NEARLY ALL WHO READ THE GUIDE HAVE HIGH POTENTIAL TO VACATION IN MICHIGAN AND INTEREST ALIGNS WITH 2021

Plans for Travel to Michigan After Reading the Pure Michigan Spring/Summer 2024 Travel Guide		
	2024	2021*
Any Travel to Michigan After Reading the Guide (NET)	96%	96%
Plan to take a trip to Michigan in the next 12 months	64%	62%
Plan to take a trip to Michigan in the future, but not in the next 12 months	17%	9%
Already took the trip to Michigan in the past 12 months	43%	25%



Q: Which of the following best represent your plans for travel to Michigan after reading/looking at the Pure Michigan Spring/Summer 2024 Travel Guide?

*Note: The wording of the question and some responses changed slightly from 2021 to 2024:

2021 Did the Michigan Official Travel Guide 2021 inspire you to take or plan a trip to Michigan?.

Source: Pure Michigan Spring/Summer 2024 Travel Guide Reader Survey

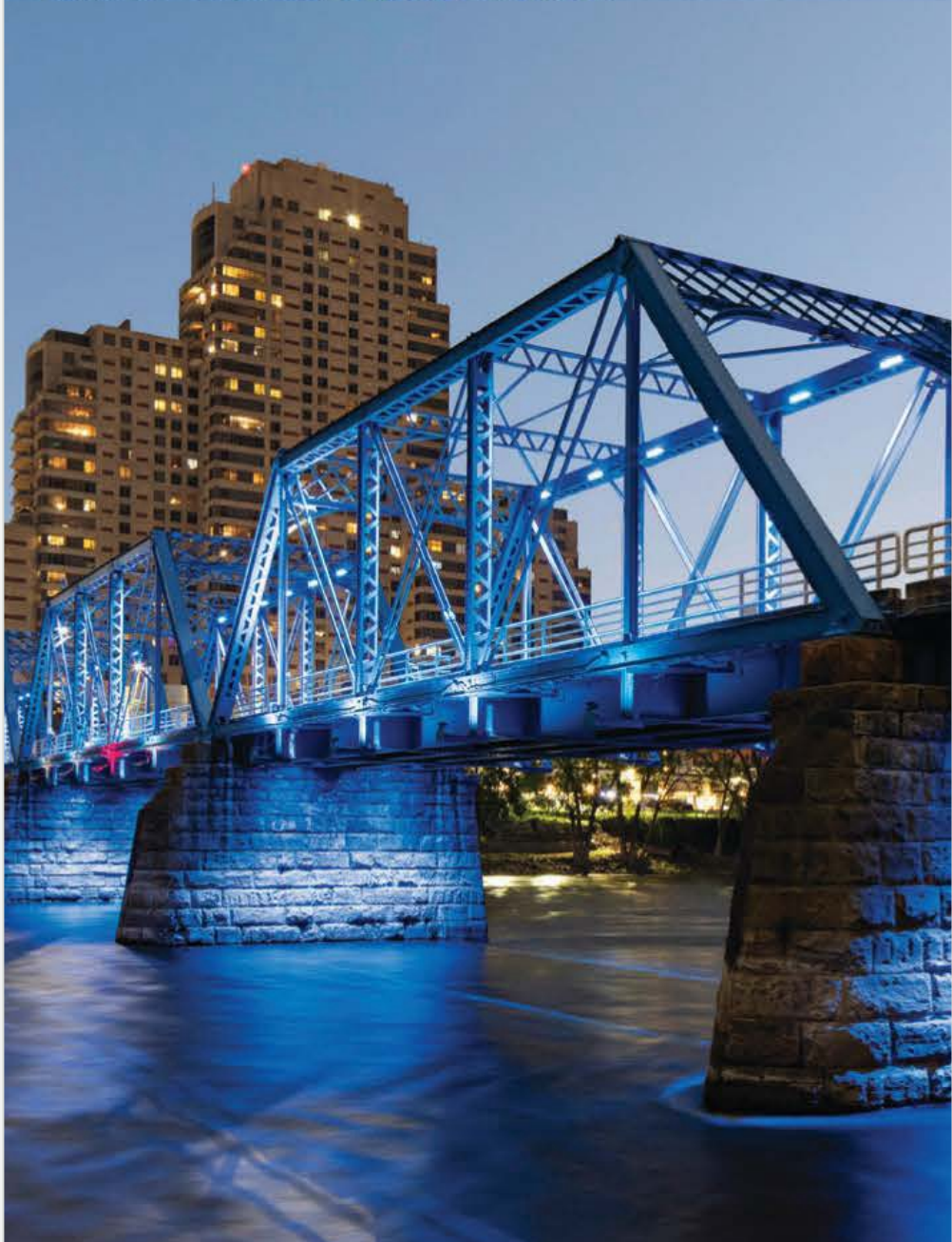
TRAVELERS PLAN TO STAY IN MICHIGAN FOR AN AVERAGE OF 6 DAYS, SPENDING OVER \$2,000

6

Average # of days
planning to spend
on trip to
Michigan

\$2,157

Average amount
planning to spend
on trip to
Michigan



**Includes recent travel after reading the guide*
Q: Approximately how much do you plan to spend on your trip to Michigan? If you have already taken your trip, please tell us how much you spent on it.
Q: How long do you expect your trip will be when you travel to Michigan? If you have already taken your trip, please tell us how long it was.
Source: Pure Michigan Spring/Summer 2024 Travel Guide Reader Survey

NATURE & FAMILY-FRIENDLY OFFERINGS WILL DRIVE ITINERARIES WHEN TRAVELING TO MICHIGAN

Top Focuses for the Trip to Michigan	
Nature travel (i.e., national parks, stargazing, leaf peeping, wildlife viewing, etc.)	51%
Family/multi-generational vacation	40%
Cultural enrichment travel (i.e., visiting museums, historical sites, attending musicals/plays, etc.)	27%
Culinary travel (i.e., visiting local food markets/halls, wineries/breweries/distilleries, etc.)	24%
Romantic getaway	23%
Adventure travel (i.e., whitewater rafting, zip lining, fishing, hunting, etc.)	17%
Special events travel (i.e., to attend a music festival, culinary festival, professional sporting event, etc.)	17%
Girlfriends getaway	14%
Solo trip (traveling by yourself)	9%
Wellness travel (i.e., a spa trip, a yoga retreat, etc.)	6%



**Includes recent travel after reading the guide*
Q: What will the focus of your trip be when you travel to Michigan? If you have already traveled to Michigan, please tell us what the focus of your trip was.
Source: Pure Michigan Spring/Summer 2024 Travel Guide Reader Survey

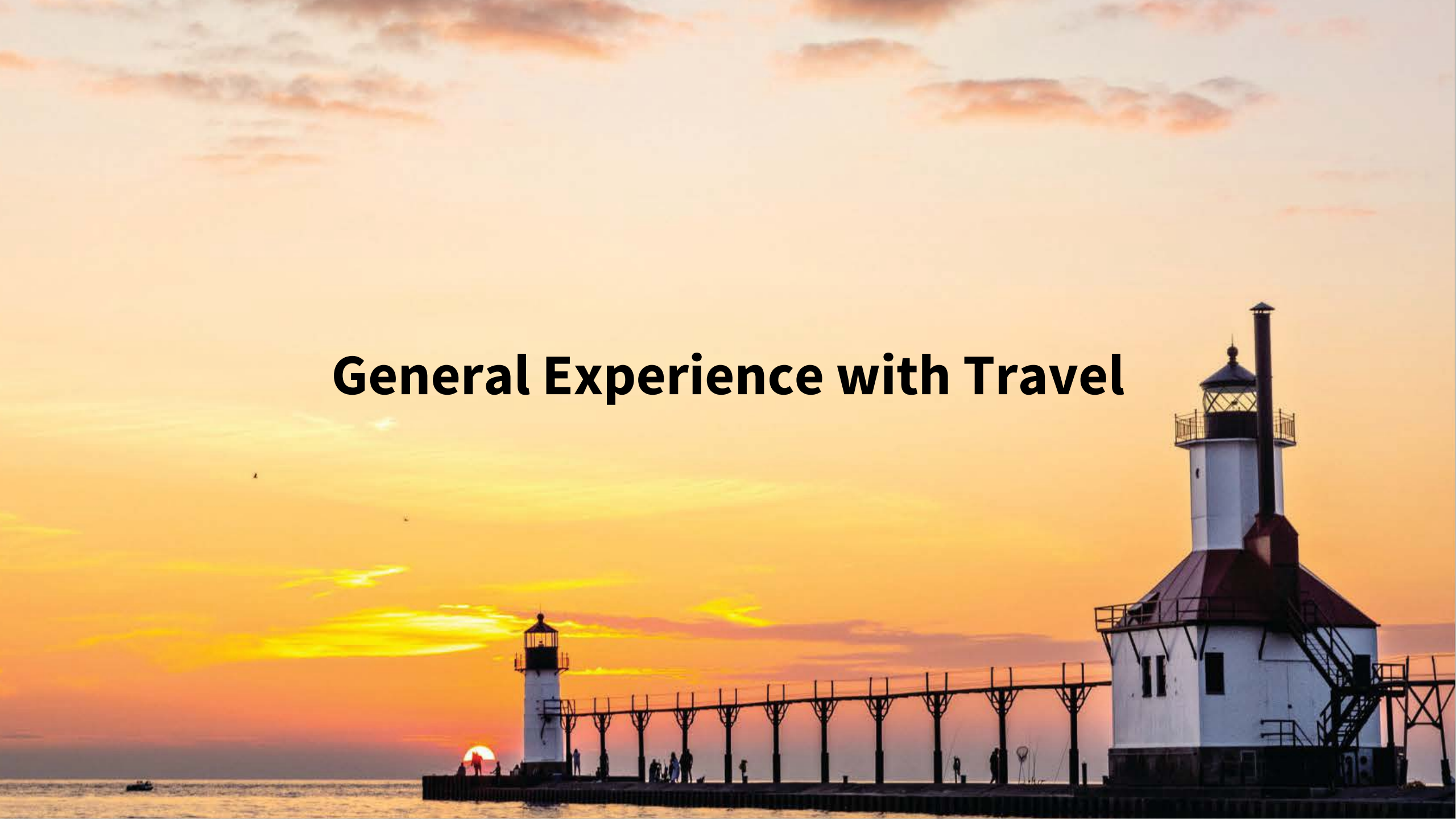
OUTDOOR & CULTURAL ACTIVITIES WILL BE THE MOST POPULAR TRAVEL EXPERIENCES IN MICHIGAN

Types of Activities Most Interested in When Traveling to Michigan	
Outdoor activities (e.g., hiking, biking, swimming, skiing, golf, etc.)	67%
Cultural activities (e.g., arts, museums, history, etc.)	51%
Local tours (e.g., ghost tours, architectural tours, food tours, etc.)	49%
Shopping	48%
Culinary activities (e.g., cooking classes, visiting local food markets, wineries/distilleries, etc.)	45%
Live entertainment (e.g., concerts, theater, etc.)	32%
Casinos/gambling	14%
Wellness activities (e.g., spa treatments, yoga, fitness classes, etc.)	13%
Theme parks/Water parks	12%
Professional sporting events (e.g., MLB, NFL, NHL, etc.)	11%



**Includes recent travel after reading the guide*
Q: Which of the following types of activities most interest you when traveling to Michigan?
Source: Pure Michigan Spring/Summer 2024 Travel Guide Reader Survey

General Experience with Travel



NEARLY ALL MICHIGAN GUIDE READERS PLAN TO TRAVEL FOR LEISURE FREQUENTLY IN THE NEXT 12 MONTHS

94%

*plan to travel
for leisure in the
next 12 months*

3

*Average #
of leisure trips
plan to take
in the
next 12 months*

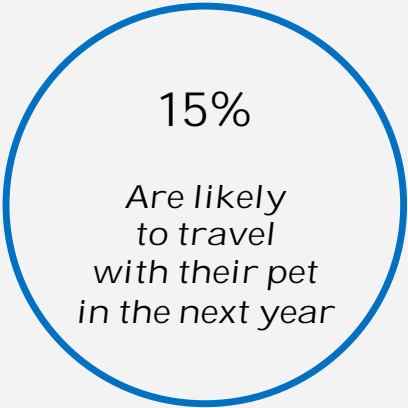


Q: Approximately how many leisure trips do you plan to take within the next year?
Source: Pure Michigan Spring/Summer 2024 Travel Guide Reader Survey



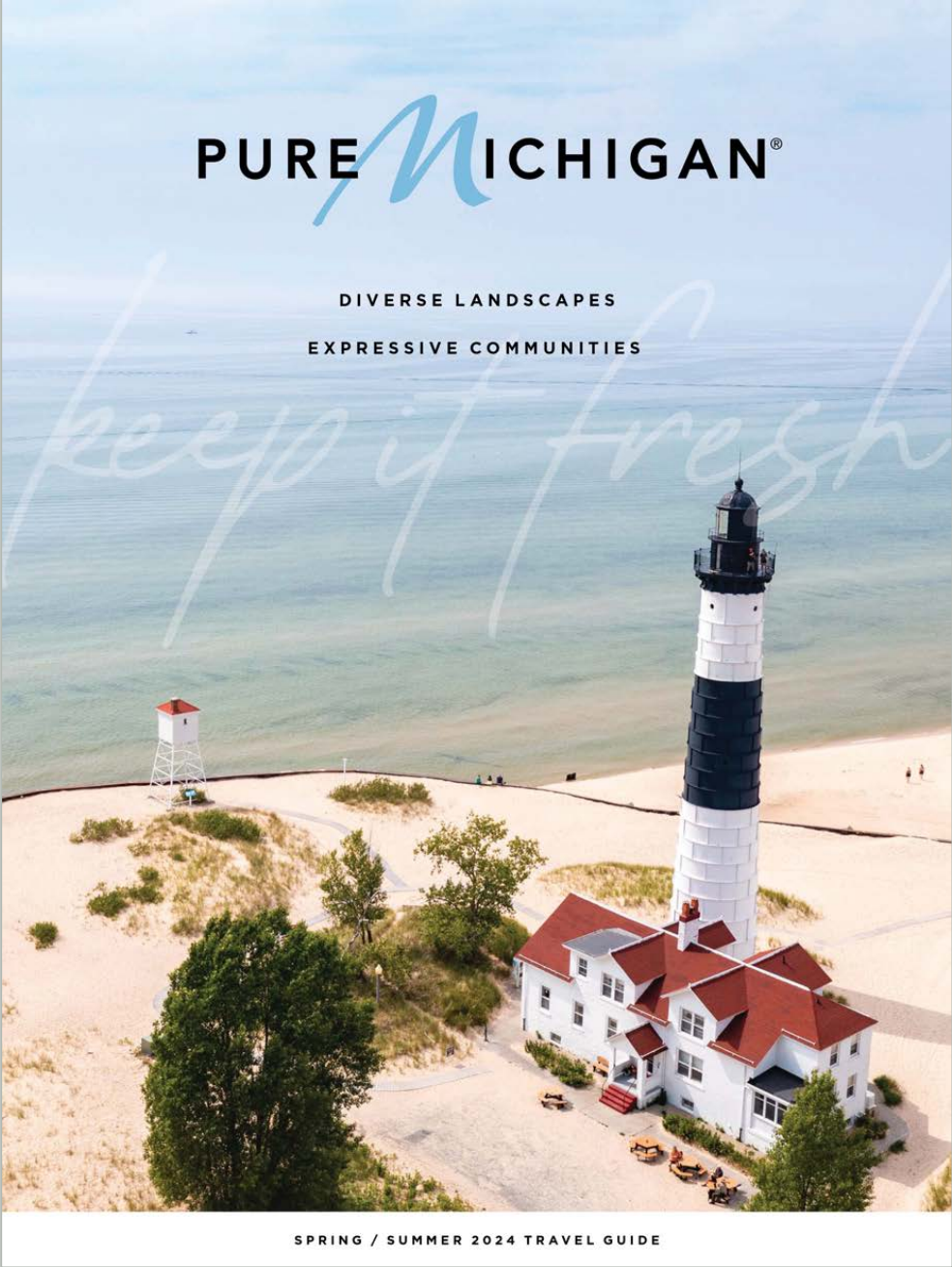
MICHIGAN GUIDE READERS ARE MOST LIKELY TO BE TRAVELING WITH THEIR PARTNER

People Most Likely To Be Traveling With in the Next Year	
With a partner/spouse	68%
With friends	31%
With children	28%
With several generations of family	22%
With extended family	22%
With other couples	14%
By myself/solo	13%



TRAVEL GUIDES AND TRAVEL MAGAZINES ARE THEIR TOP RESOURCES FOR TRIP PLANNING

Top Resources Used Most Often for Planning Travel	
Travel guides (NET print/digital)	58%
Print travel guides	50%
Digital travel guides	24%
Travel magazines	58%
Word of mouth	53%
State tourism websites	48%
Social media	43%
Individual attractions' websites	38%
Individual attractions' brochures	32%
Travel inspiration websites	30%



Q: What resources do you use most often for travel planning?
Source: Pure Michigan Spring/Summer 2024 Travel Guide Reader Survey



SCENERY, AFFORDABILITY, R&R AND EXPLORING NEW DESTINATIONS WILL DRIVE DESTINATION CHOICES

Top Factors Influencing Destination Choices for Leisure Travel in 2024	
Scenery/landscape	70%
Affordability	61%
Rest & relaxation	57%
Exploring new destinations	57%
Outdoor experiences	55%
Ease of travel (i.e., direct flights, minimal ground connections, etc.)	52%
Weather/climate	50%
Accommodation options	43%
Dining/culinary experiences	41%
Within driving distance from home	38%

PURE MICHIGAN SPRING/SUMMER 2024 TRAVEL GUIDE

READER SURVEY RESULTS

