

Longwoods
INTERNATIONAL

Travel USA®

Year-Over-Year Michigan Profile Report

2025



Who We Are

About Longwoods International



Established in 1978 as
a market research
consultancy

Headquartered in
Columbus, OH, and
Toronto, ON

Working with over 150
destinations and
brands

Specializing in tourism
market research since
1985

Longwoods
INTERNATIONAL

Travel USA®

Overnight Visitation Michigan Profile Report

2025



Travel USA® Overview

Methodology

Longwoods International began tracking domestic American travelers in 1985 and has conducted large-scale syndicated visitor research quarterly since 1990.

It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.

Each quarter, Longwoods International invites a random, projectable sample of adult members (age 18+) from a major U.S. consumer panel to participate in the Travel USA® survey. Respondents are selected to ensure representativeness of the U.S. adult population.

For analysis, data were weighted on key demographic variables to adjust for any differences between the sample and U.S. population targets derived from the 2020 Census.

Michigan's base size for overnight trips in 2025:

4,736

This study yields a margin of error of $\pm 3\%$ at a 95% confidence level. Year-over-year (YOY) and U.S. Norm comparisons are considered statistically significant only when results meet or exceed this threshold.

Pre-Trip

Traveler Profiles & Origins



State & DMA of Origin

Top Traveler Markets for Michigan

	2025	2024
Michigan	47%	46%
Ohio	8%	8%
Illinois	8%	7%
Indiana	5%	5%
Wisconsin	3%	3%



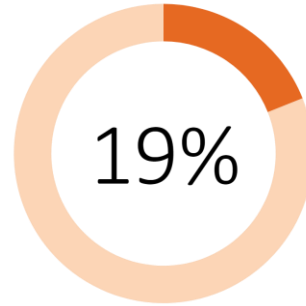
	2025	2024
Detroit, MI	21%	19%
Grand Rapids-Kalamazoo-Battle Creek, MI	10%	9%
Flint-Saginaw-Bay City, MI	7%	8%
Chicago, IL	7%	7%
Traverse City-Cadillac, MI	3%	4%

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

21%

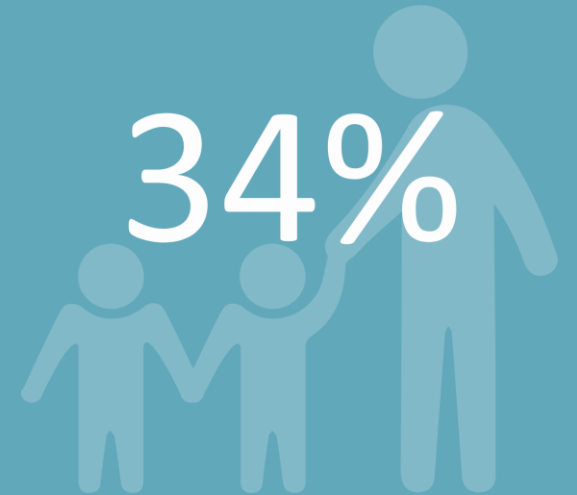


Travel Parties with Pets



Travel Parties
with Children

34%



Travel Party Composition

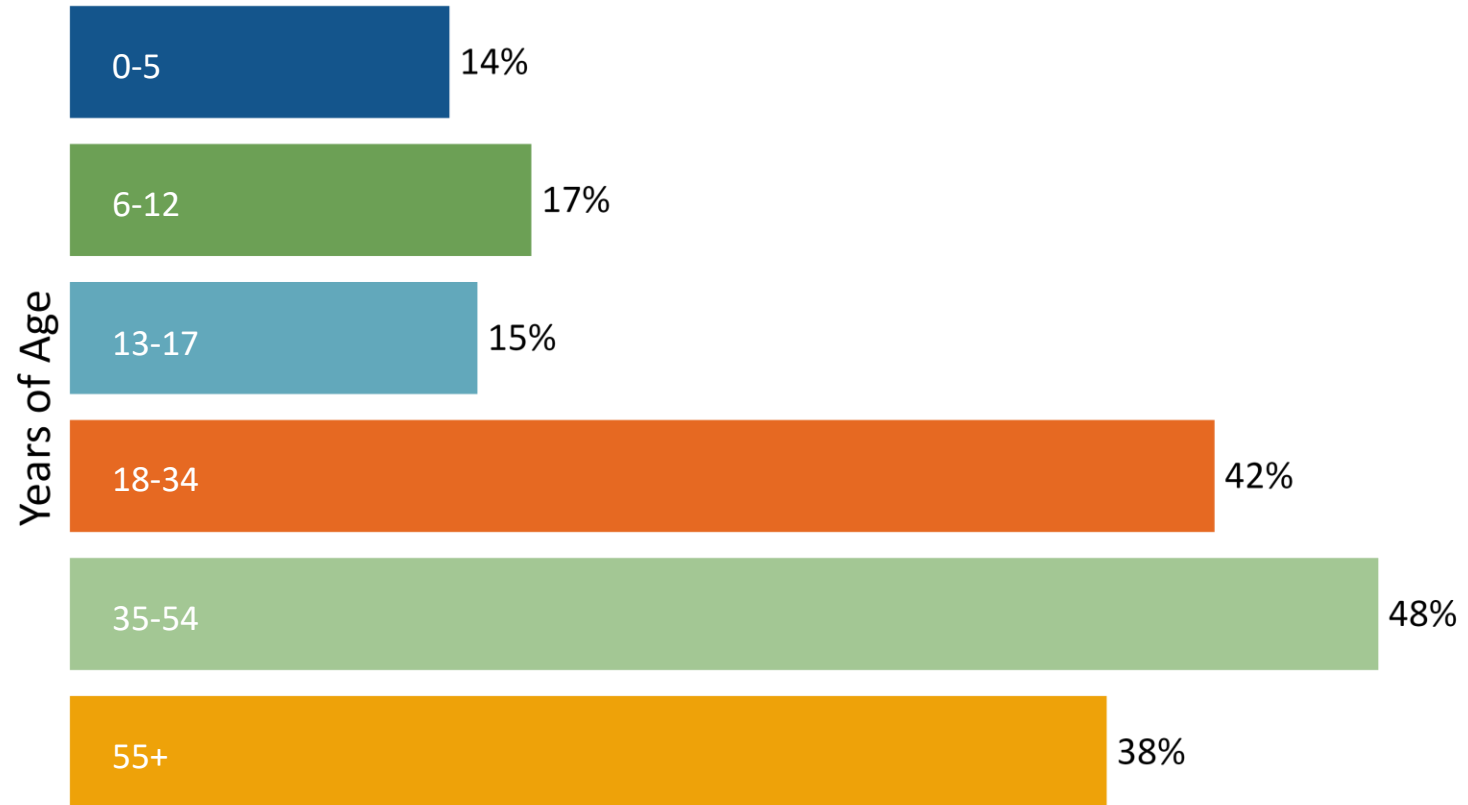
Travel Party Size & Age

Average Travel
Party Size

3.1



Travel Party Age



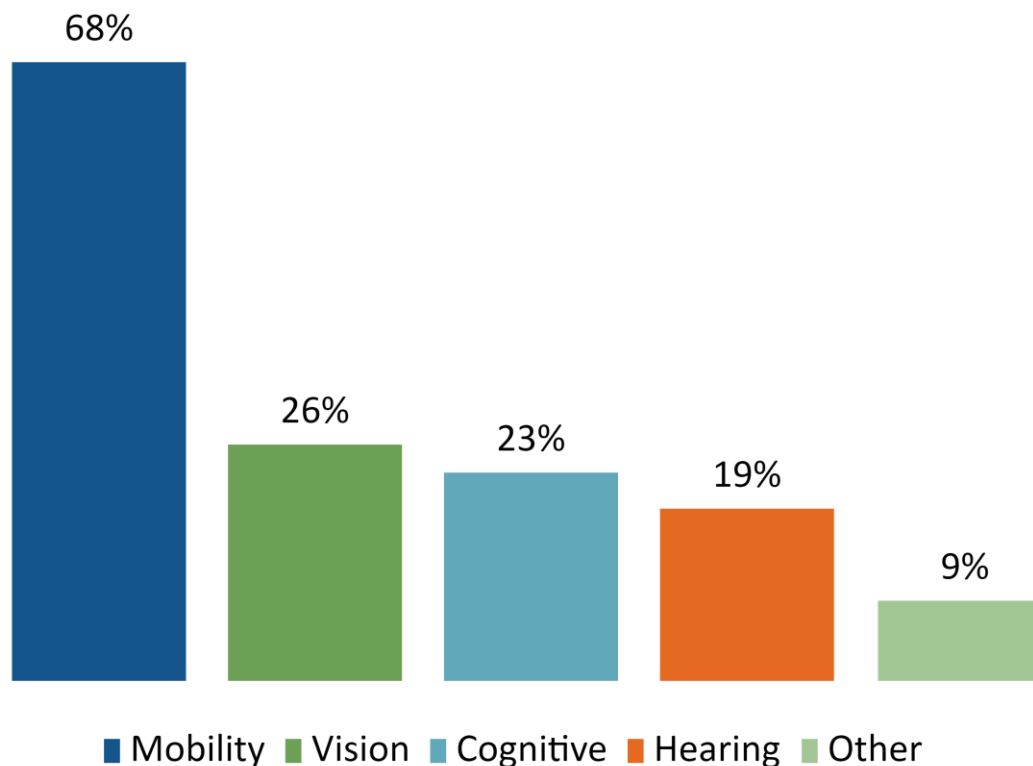
Travelers with Travel-Limiting Disabilities

Disability Categorizations

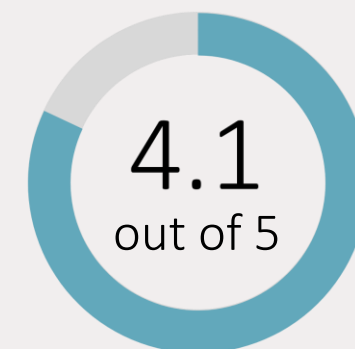
Travel Parties with
an Individual Who
Required
Accessibility
Services

18%

▲ +0.1% YOY



Ease of
Accessibility



Average Satisfaction Rating

Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

Each respondent selects **one** primary motivator for their trip

40%



-5.4% YOY

Visiting friends / relatives

12%



+2.2% YOY

Outdoors

11%



+0.7% YOY

Touring

9%



+0.8% YOY

Special event

6%



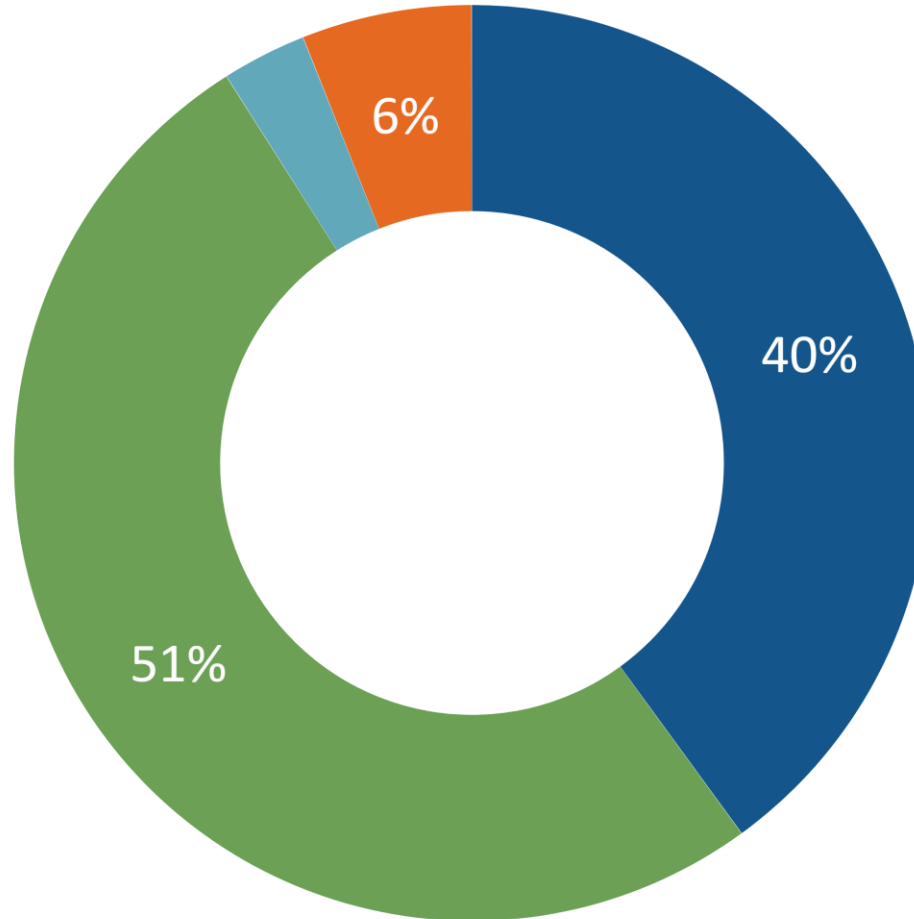
+0.8% YOY

City trip

Market Segmentation

A Macro View of Travelers' Main Purpose of Trip

- Visiting friends/relatives
- Marketable
- Business-leisure
- Business



89%

Visited Friends/Relatives Who
Live in Michigan

11%

Met Friends/Relatives in
Michigan Who Live Elsewhere

Top Traveler Personas

Each respondent selects **one** persona that most closely describes their travel style

28%

Budget friendly traveler:
prioritizing affordability
and value for money

16%

Family traveler:
prioritizing activities and
accommodations
suitable for children

15%

Outdoor & adventure
seeker: drawn to
outdoor activities and
thrill-seeking

11%

Culture/heritage/history
seeker: seeking local
cultures, historical sites,
and engaging with local
traditions

7%

Luxury traveler: seeking
high-end experiences
and personalized
services

7%

Special event traveler:
traveling for music
festivals, sporting events,
or other major events

Pre-Trip

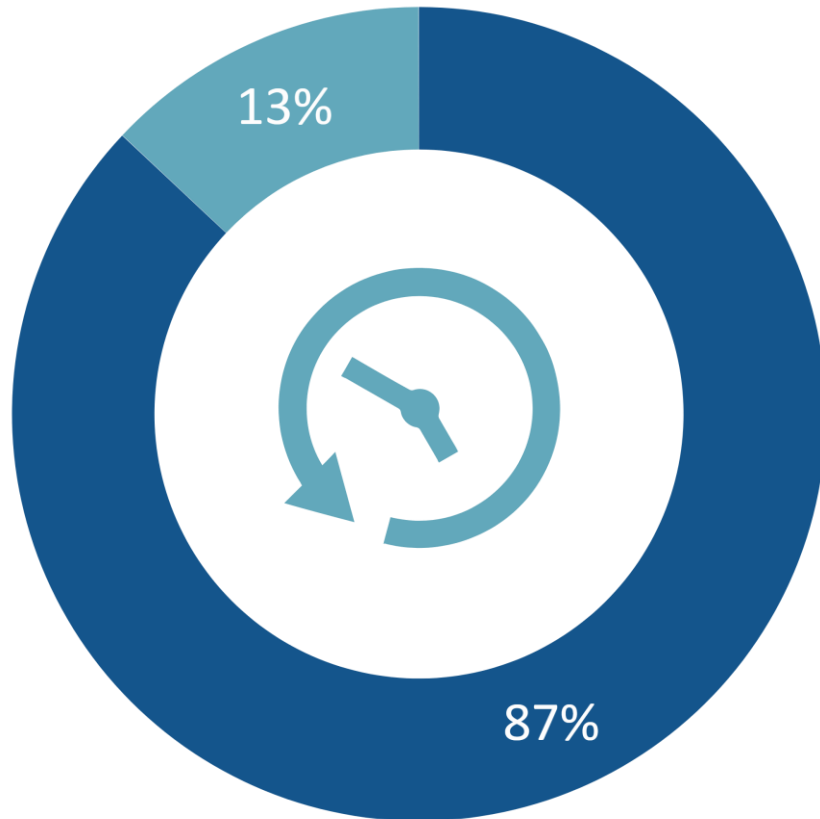
Travel Planning



Duration of Travel Planning

When Travelers Began Research for Their Trip

■ Planned in advance ■ Did not plan in advance



Did not plan anything in advance

13%

▼ -3.6% YOY

2 months or less

48%

▼ -2.4% YOY

3-5 months

20%

▲ +2.7% YOY

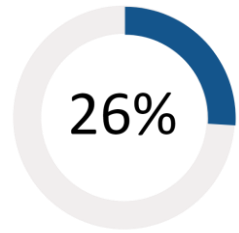
6 months or more

20%

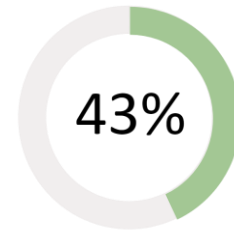
▲ +3.3% YOY

Sources of Trip Planning

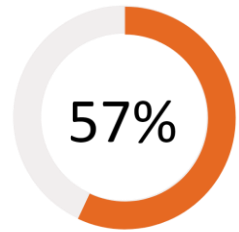
Share of Travelers Who Used Each Media Type for Trip Planning



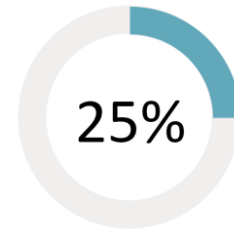
Print



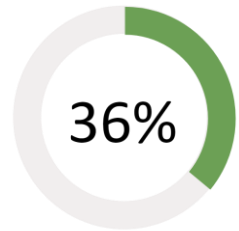
In-Person



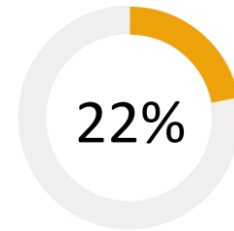
Online/Digital



TV/Video



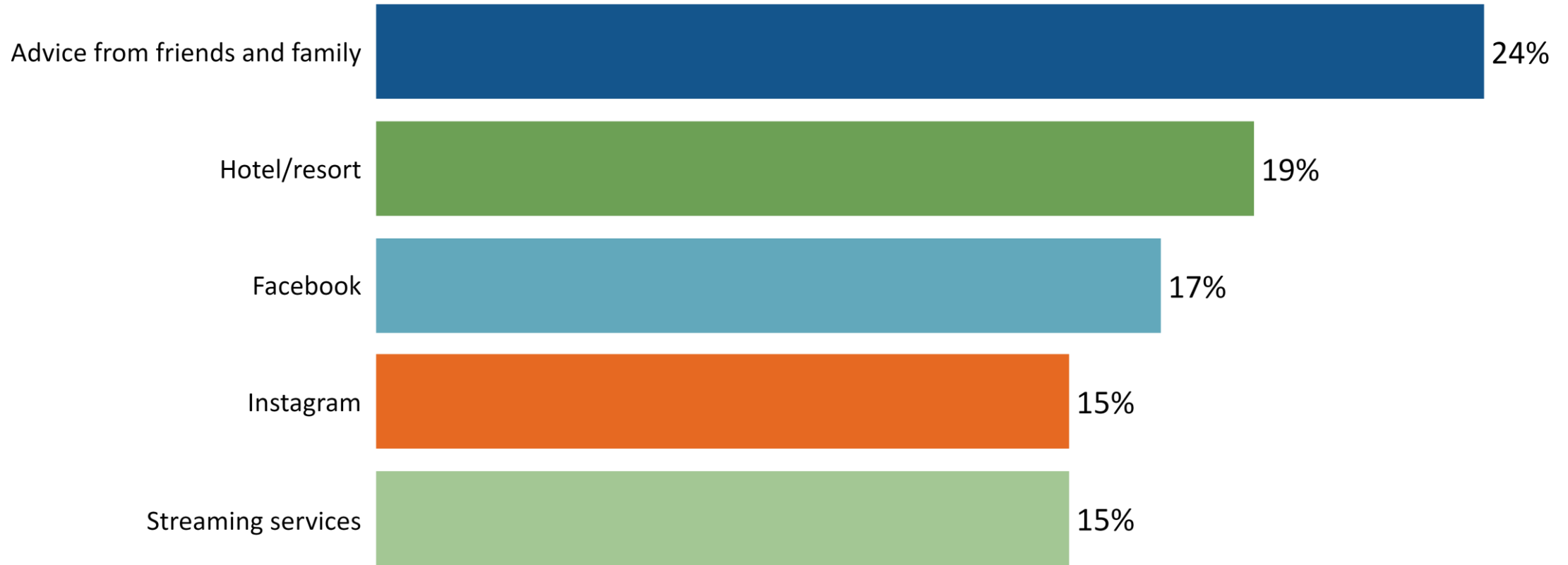
Social Media



Radio/Audio

Sources of Trip Planning

Top Information Sources Travelers Used for Trip Planning



During Trip

Trip Structure

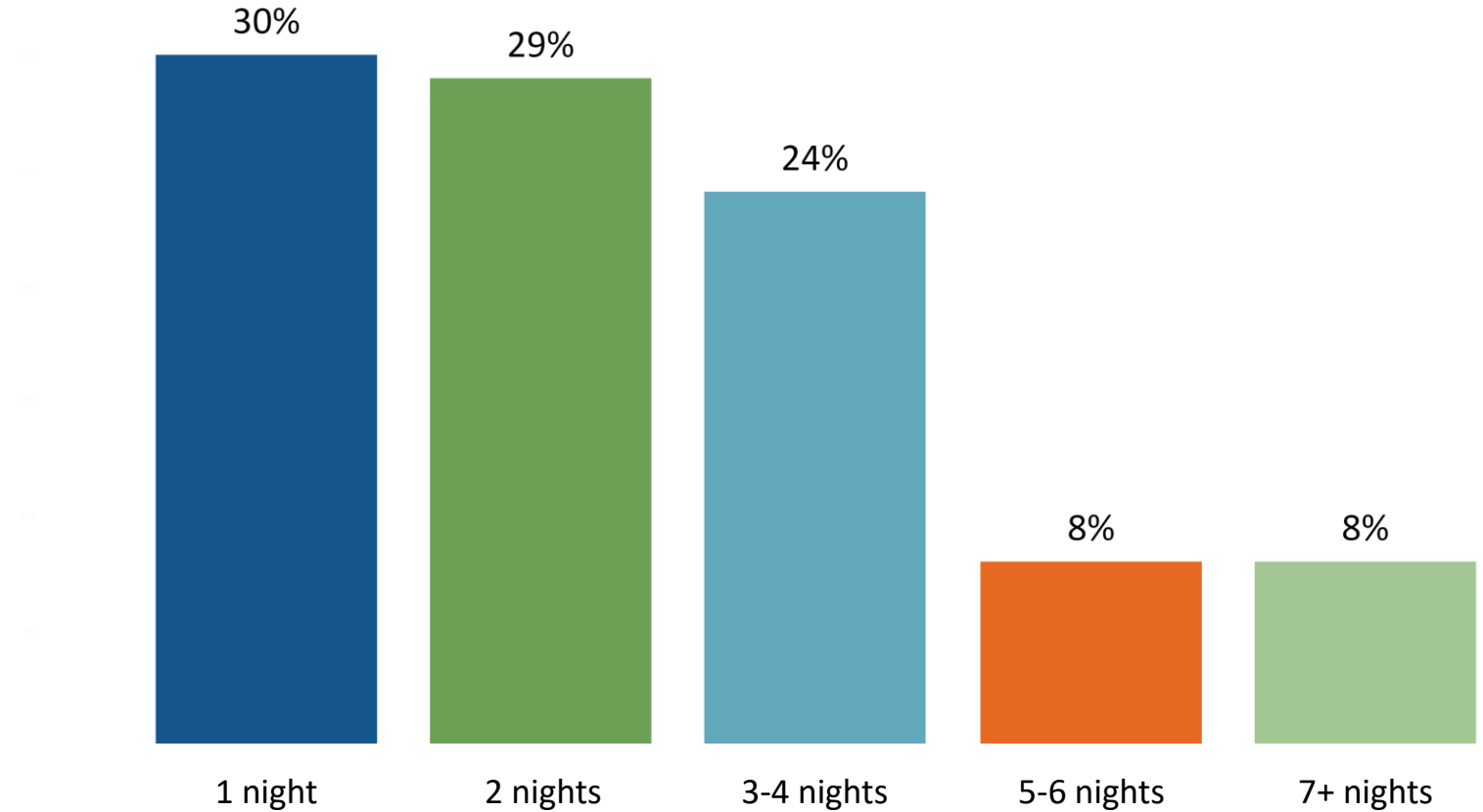
Trip Structure

Nights Spent in Michigan

Average
Number of Nights

3.2

Previous Year: 3.3



Trip Structure

Share of Total Trip Spent in Michigan

Average Number of
Nights Spent in Michigan

3.2

Average Number of
Total Trip Nights

3.5

=

Share of Total Trip Spent in
Michigan

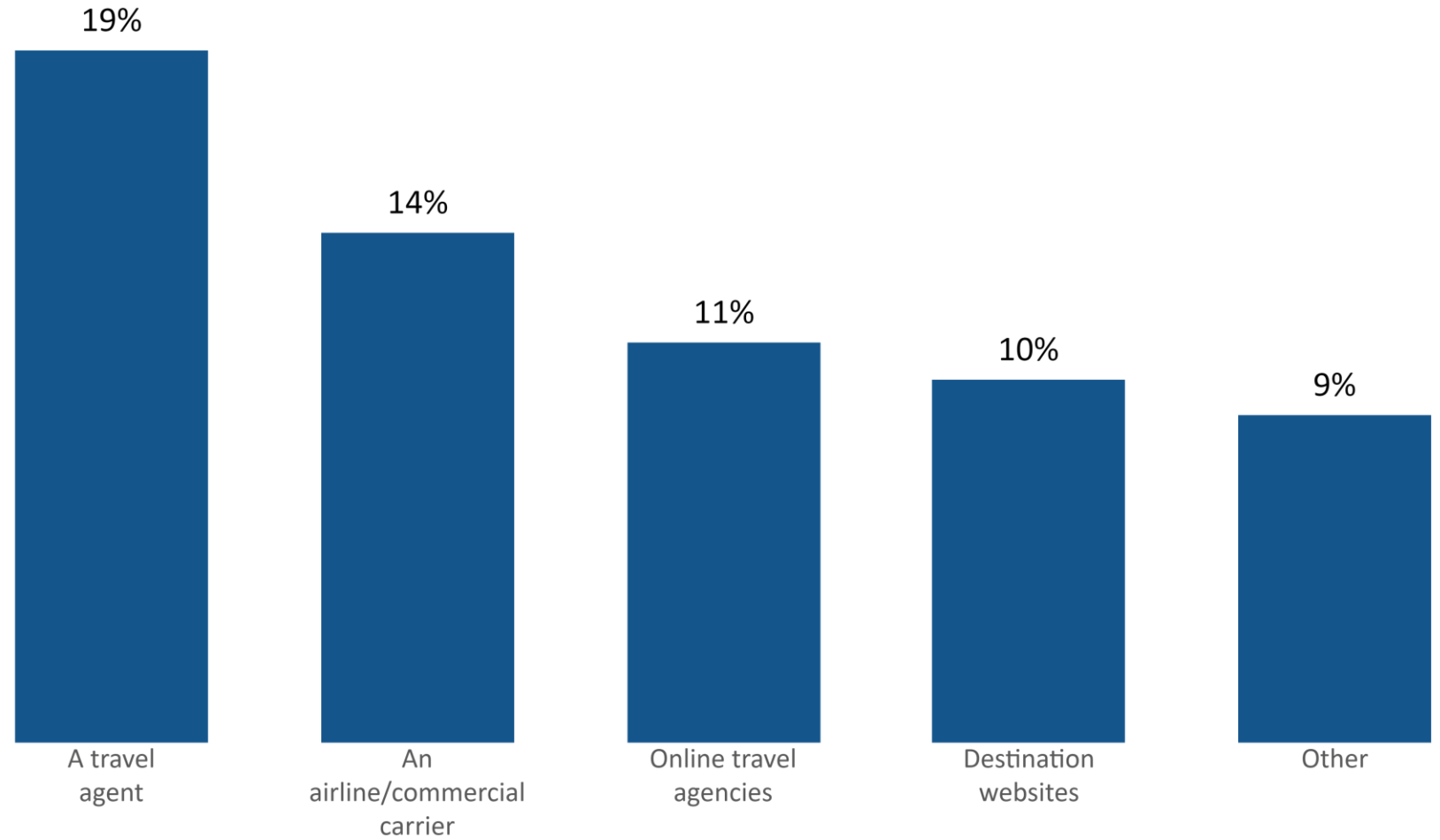
89%

During Trip

Transportation & Accommodations

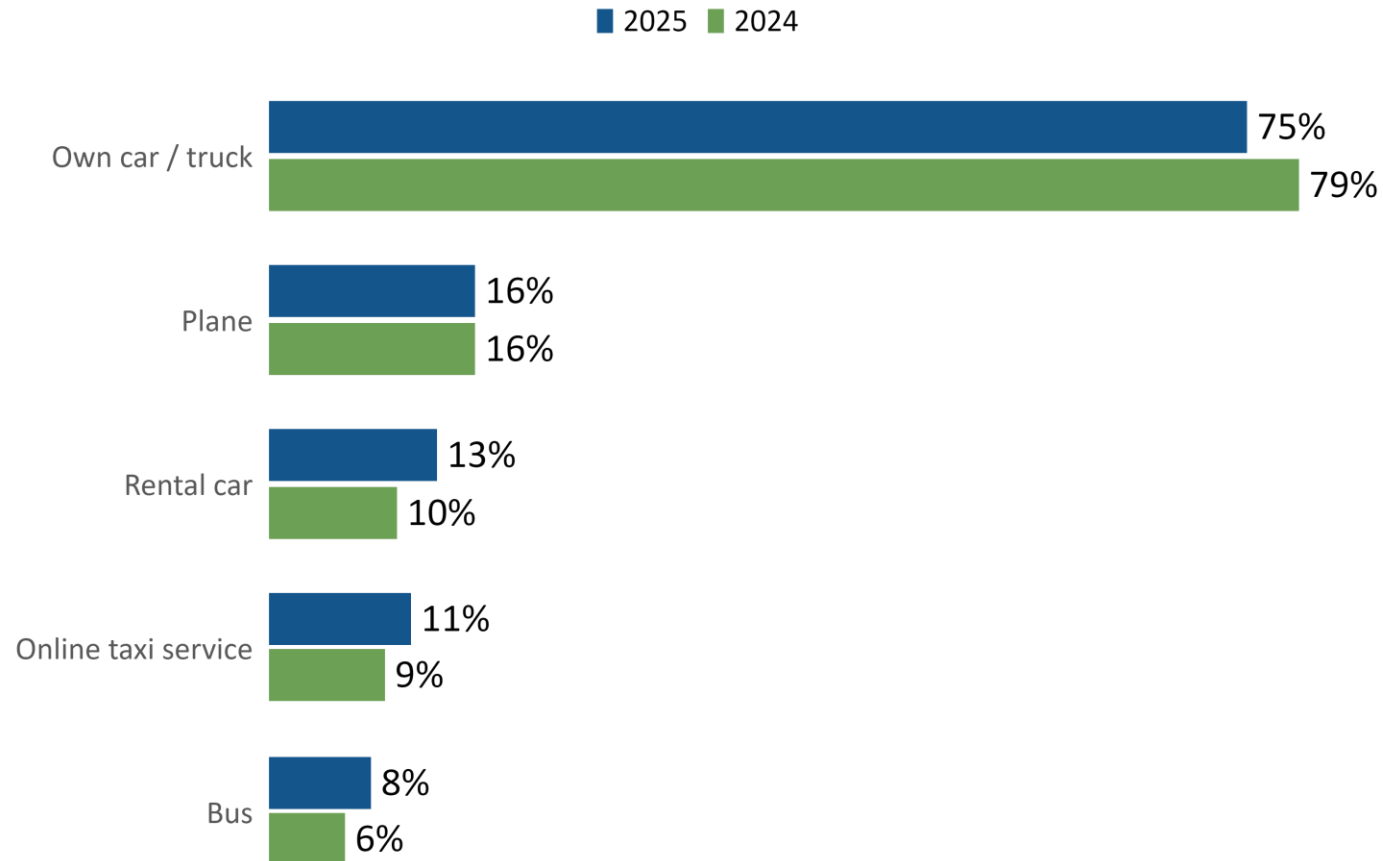
Booking: Transportation

Top Booking Sources for Transportation



Transportation to Destination

Top Modes of Transportation Used by Travelers to Get to Michigan



Vehicle Type

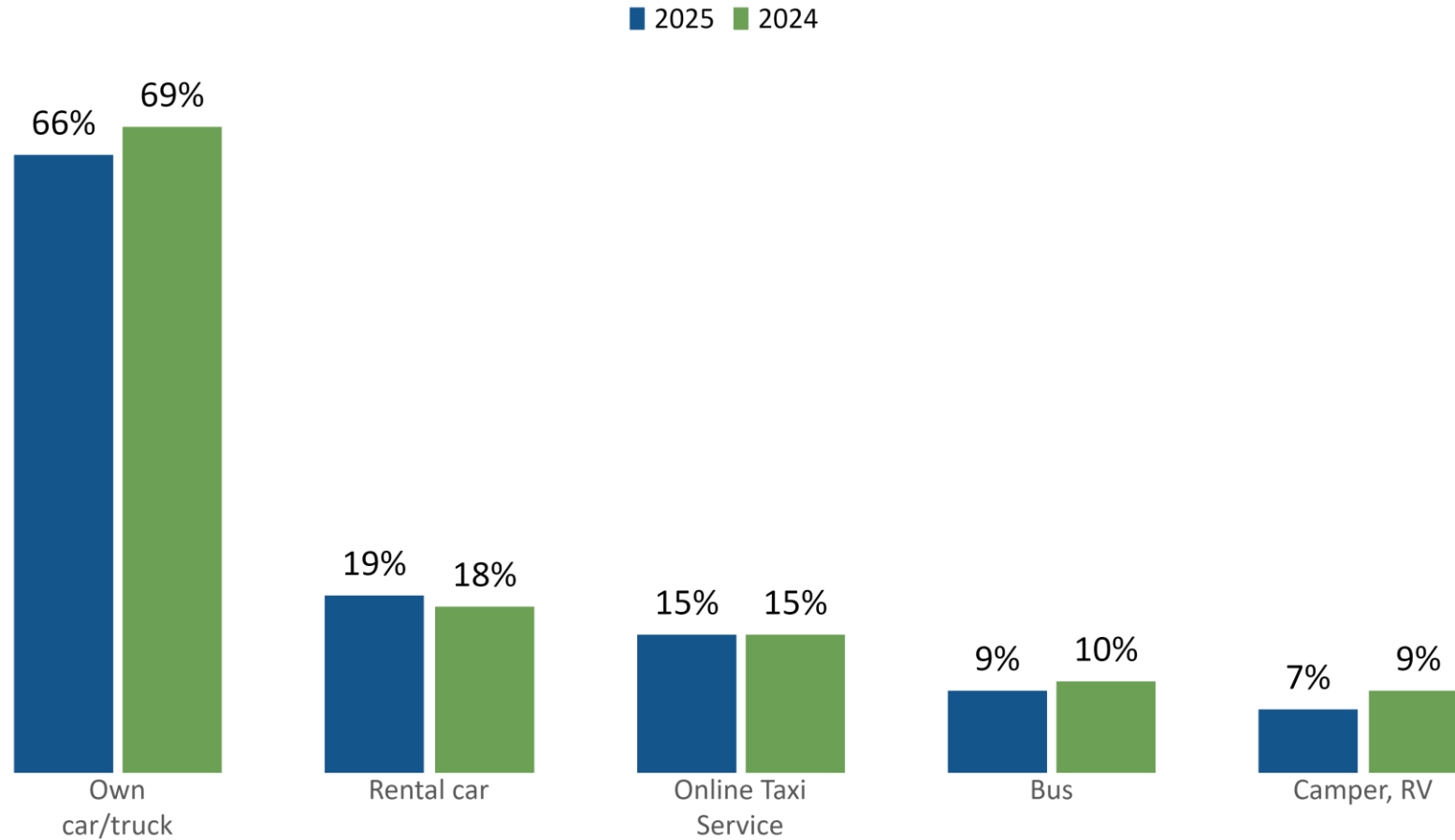
Gasoline/diesel	86%	▼	-1.2% YOY
Hybrid	10%	▲	+1.2% YOY
Electric	8%	▲	+1.2% YOY
Plug-in-hybrid	5%	▲	+1.2% YOY

Vehicle type is only asked of travelers who selected 'rental car' or their 'own car/truck' as a mode of transportation to the destination.

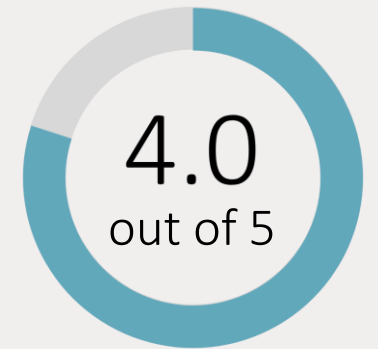
See Reference Guide for a full list of transportation modes.

Transportation *Within* Destination

Top Modes of Transportation Used by Travelers in Michigan



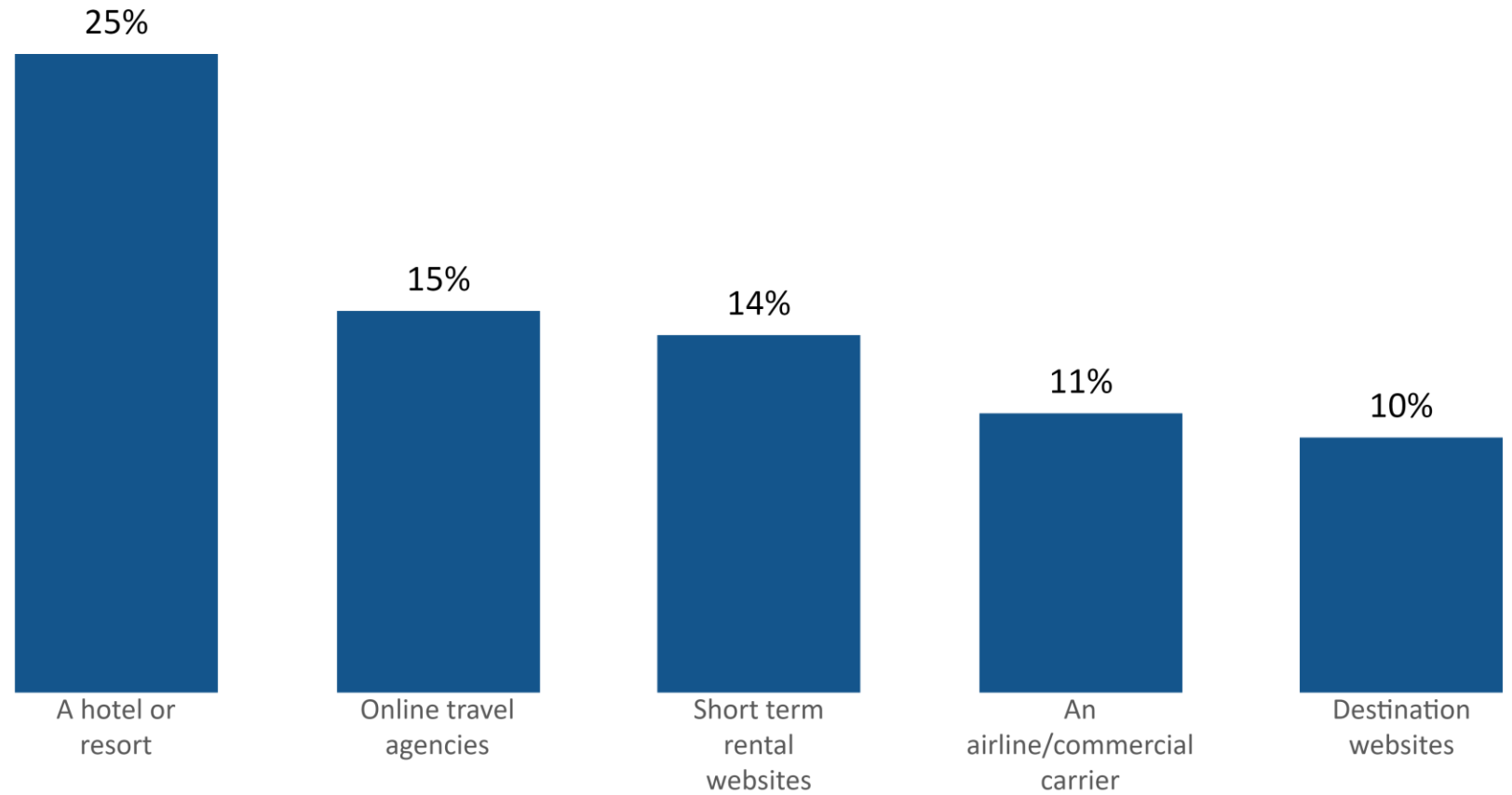
Public
Transportation



Average Satisfaction Rating

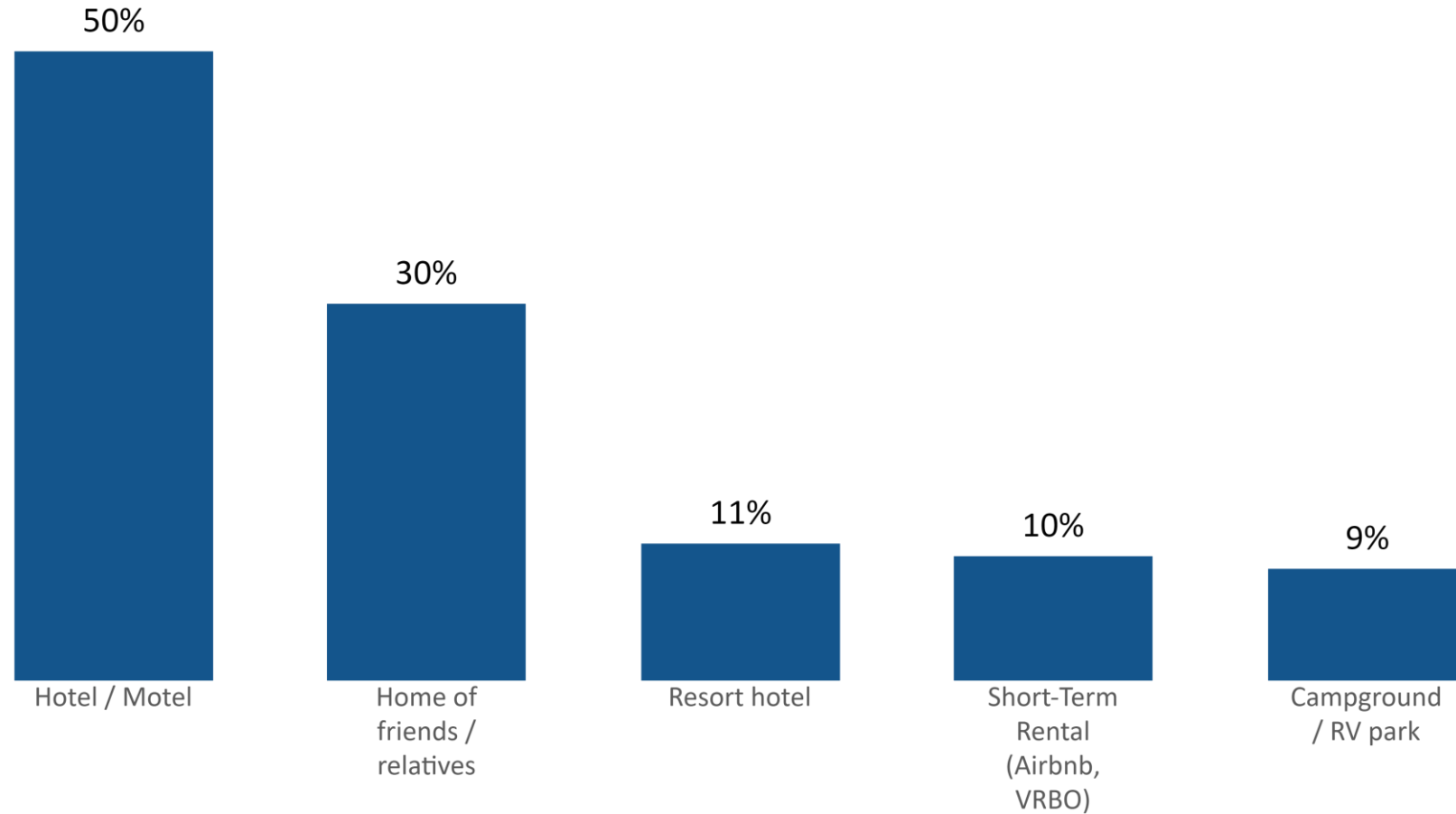
Booking: Accommodations

Top Booking Sources for Accommodations

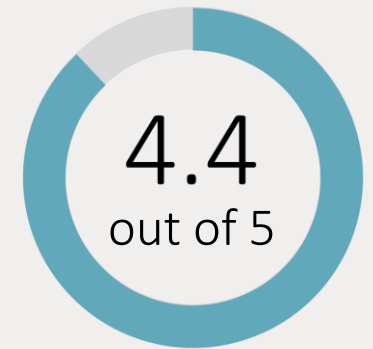


Accommodations

Top Accommodation Types for Michigan Travelers



Quality of Accommodations



Average Satisfaction Rating

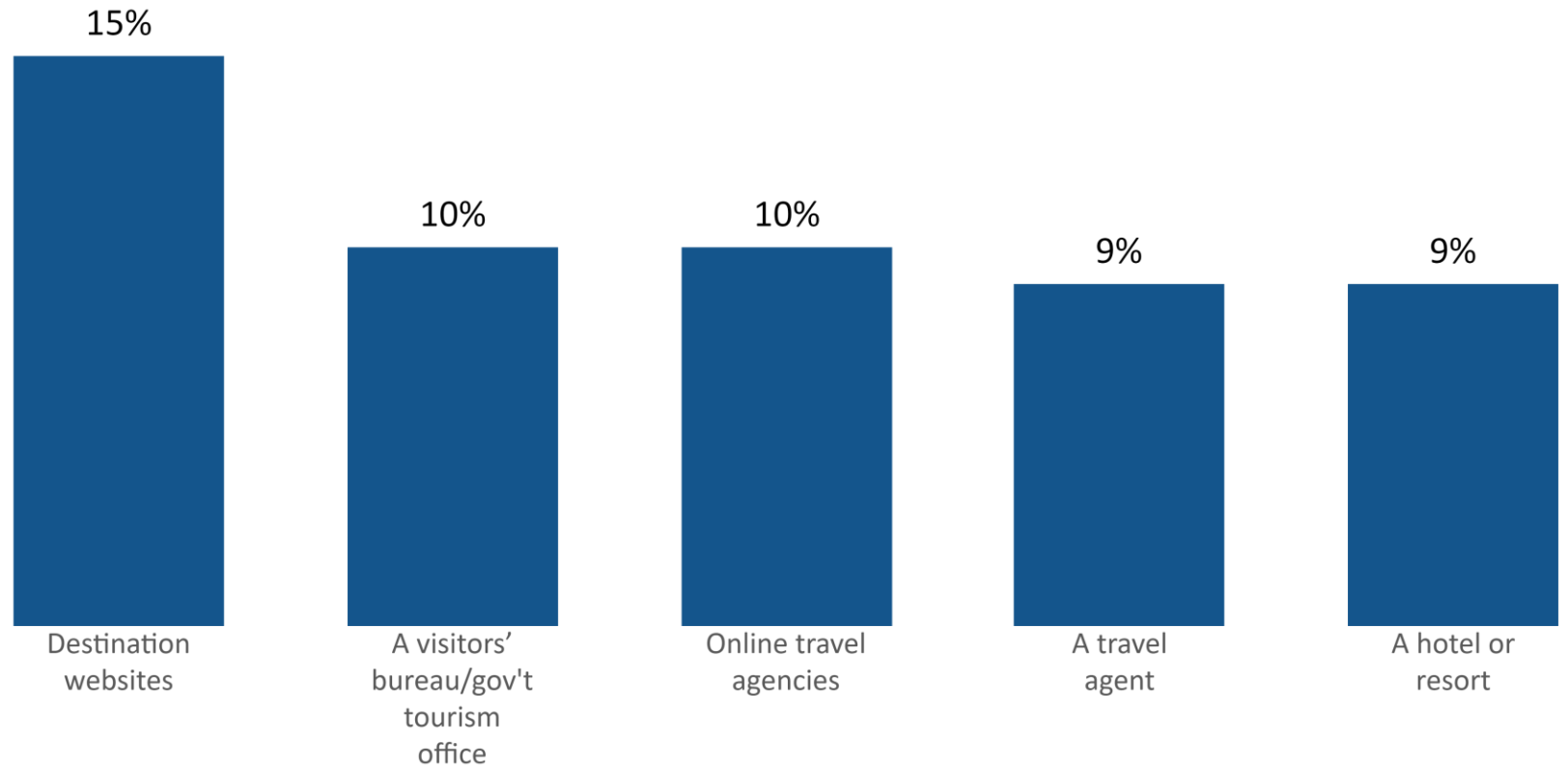
During Trip

Destination Activities



Booking: Activities

Top Booking Sources for Activities



See Reference Guide for a full list of booking sources.

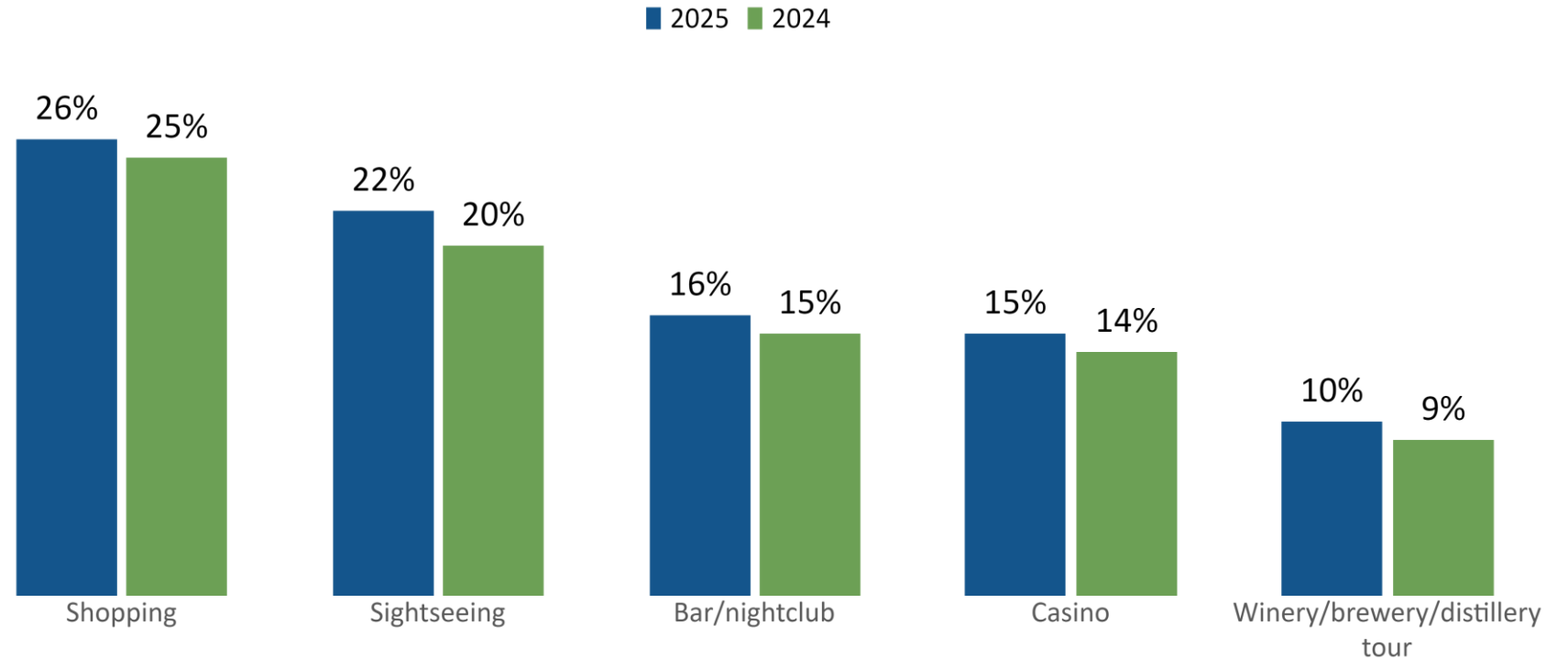
Entertainment Activities

Top Entertainment Activities for Michigan Travelers

62%

Participated in
Entertainment
Activities
During Their Trip

Previous Year: 61%



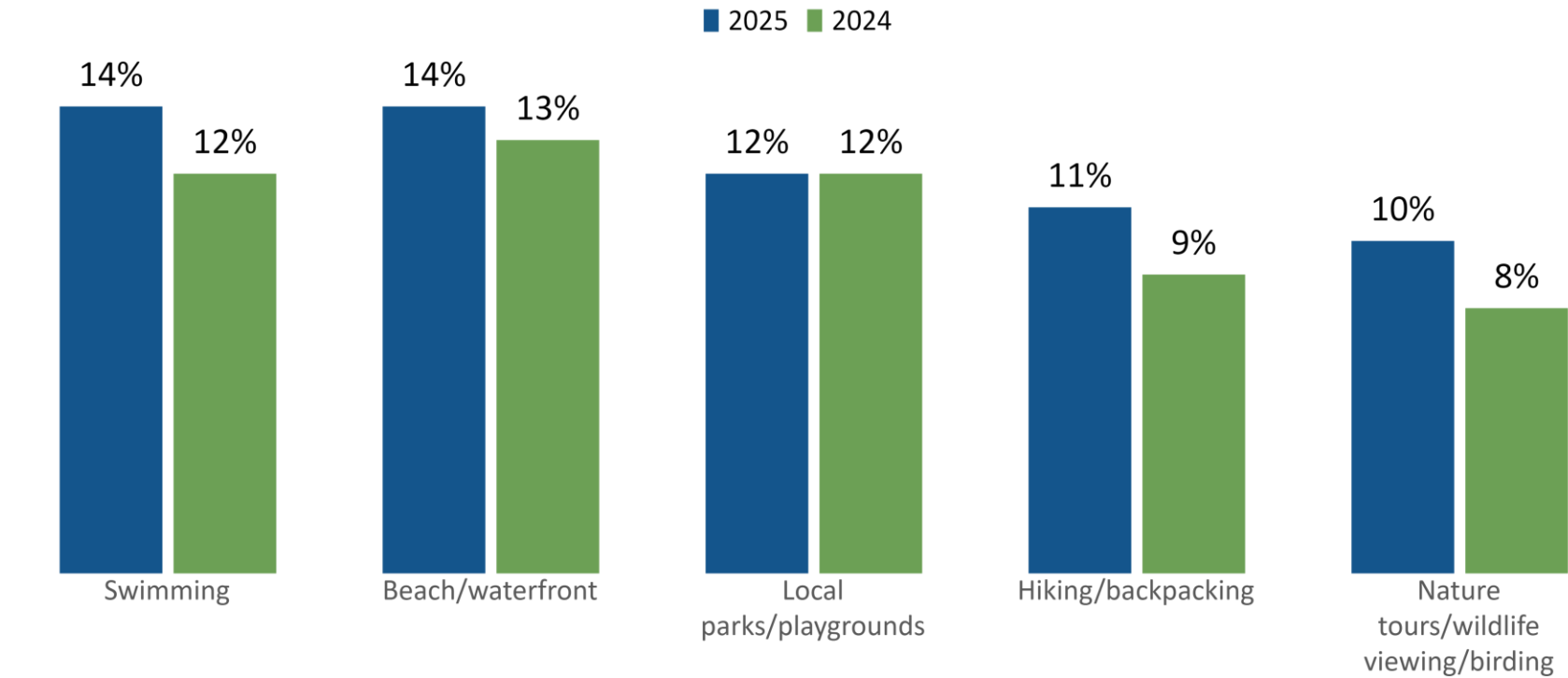
Recreational Activities

Top Recreational Activities for Michigan Travelers

51%

Participated in
Recreational
Activities
During Their Trip

Previous Year: 51%



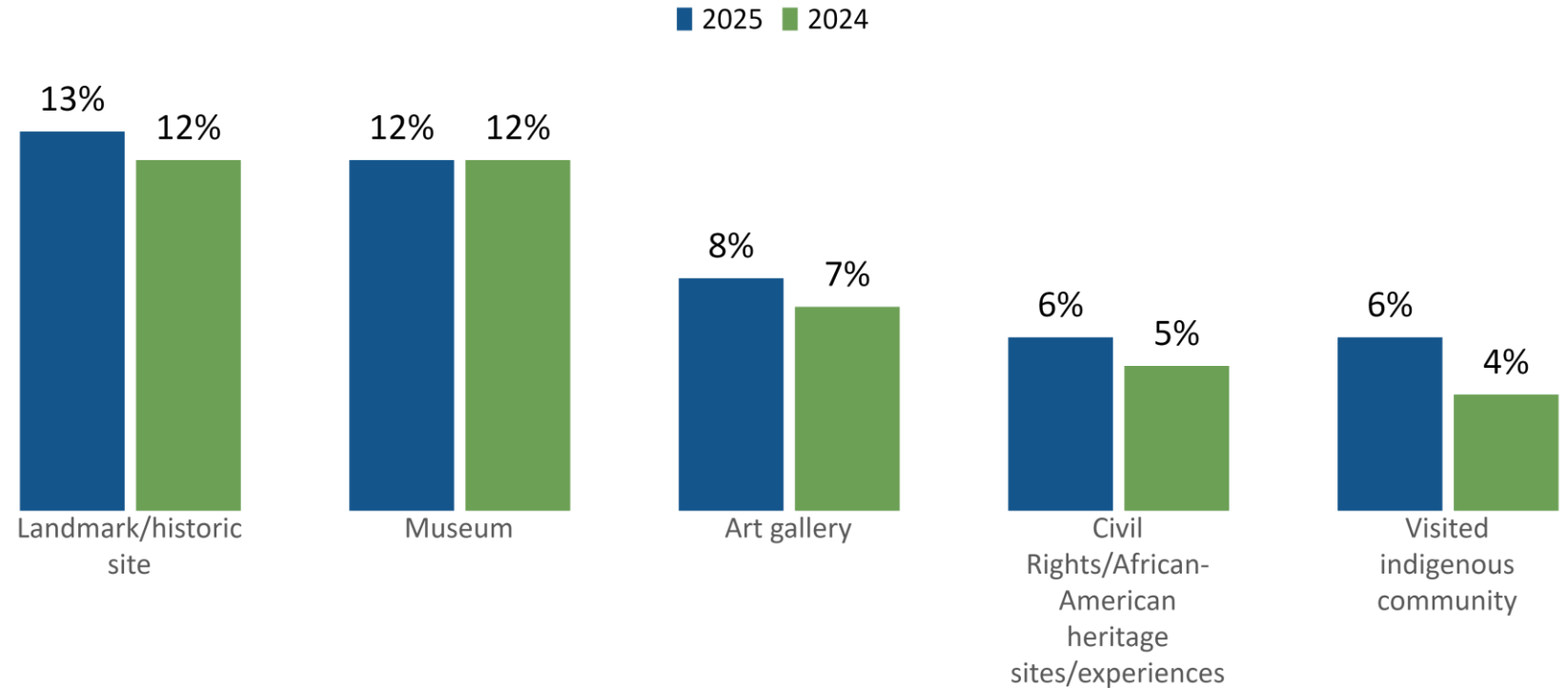
Cultural Activities

Top Cultural Activities for Michigan Travelers

31%

Participated in
Cultural
Activities
During Their Trip

Previous Year: 29%



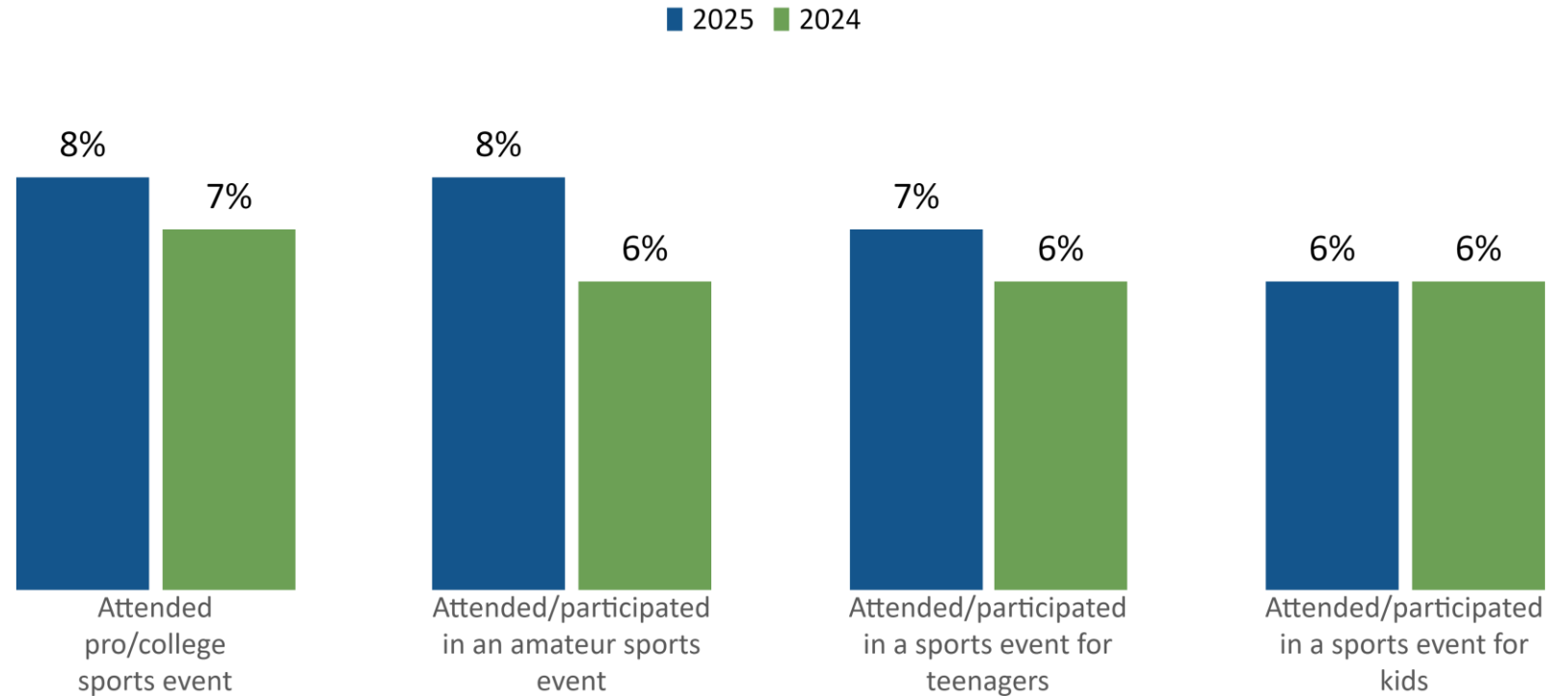
Sporting Events

Top Sporting Events for Michigan Travelers

21%

Participated in
Sporting
Events
During Their Trip

Previous Year: 19%



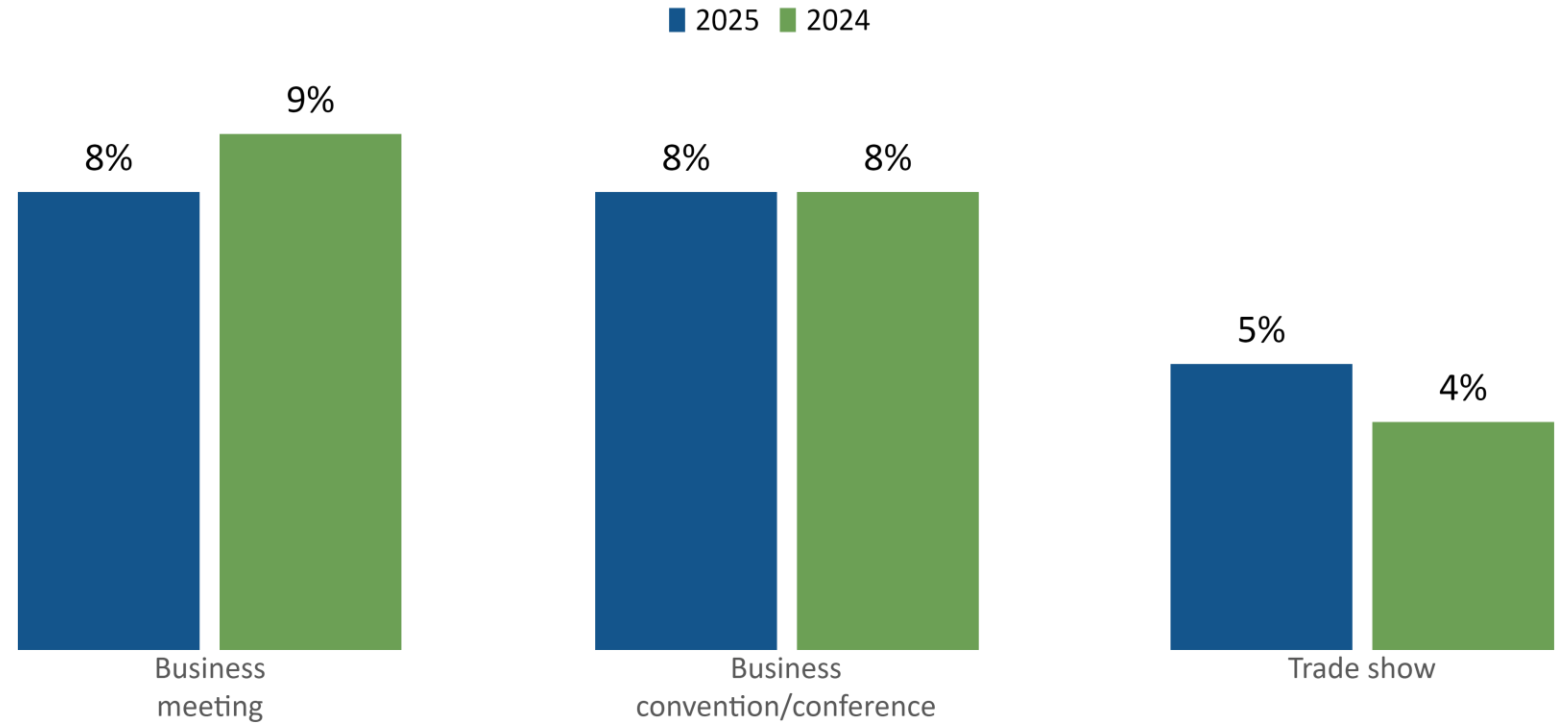
Business Activities

Top Business Activities for Michigan Travelers

16%

Participated in
Business
Activities
During Their Trip

Previous Year: 17%



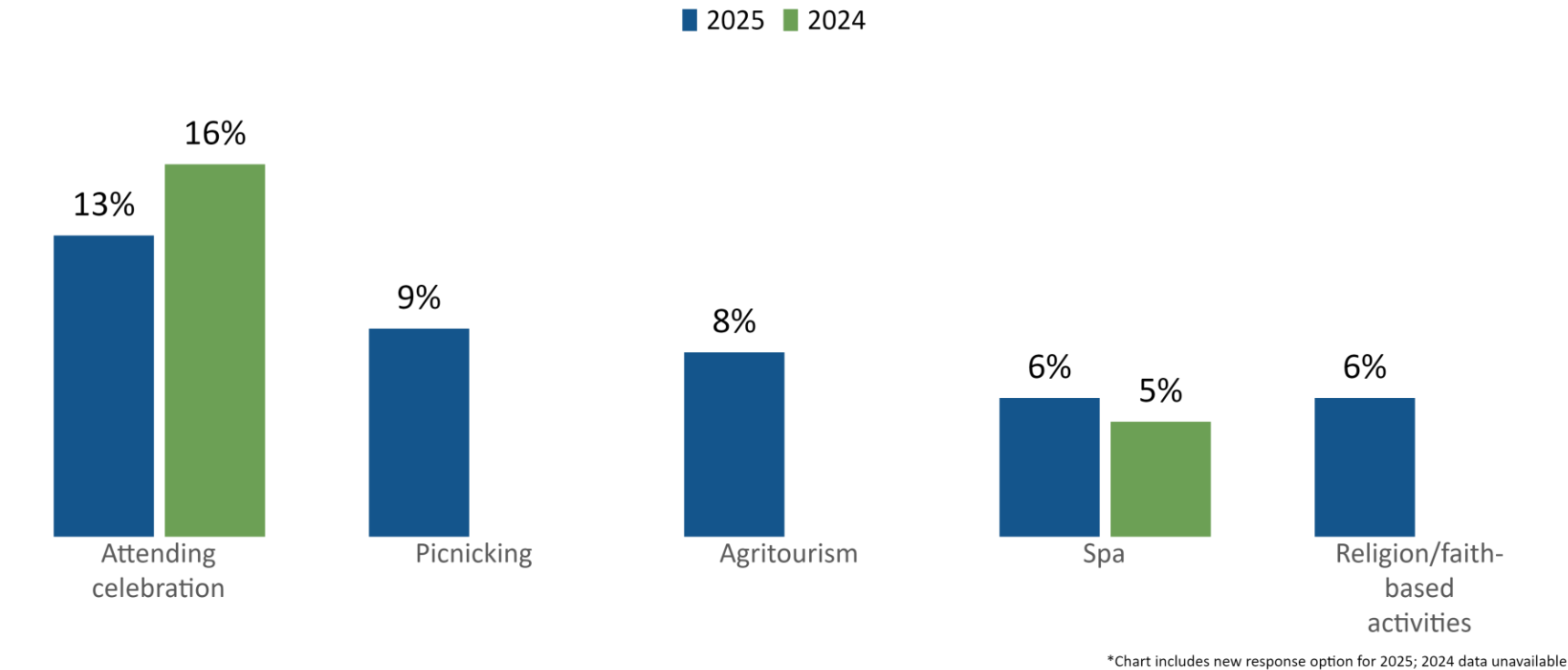
Other Activities

Top Other Activities for Michigan Travelers

39%

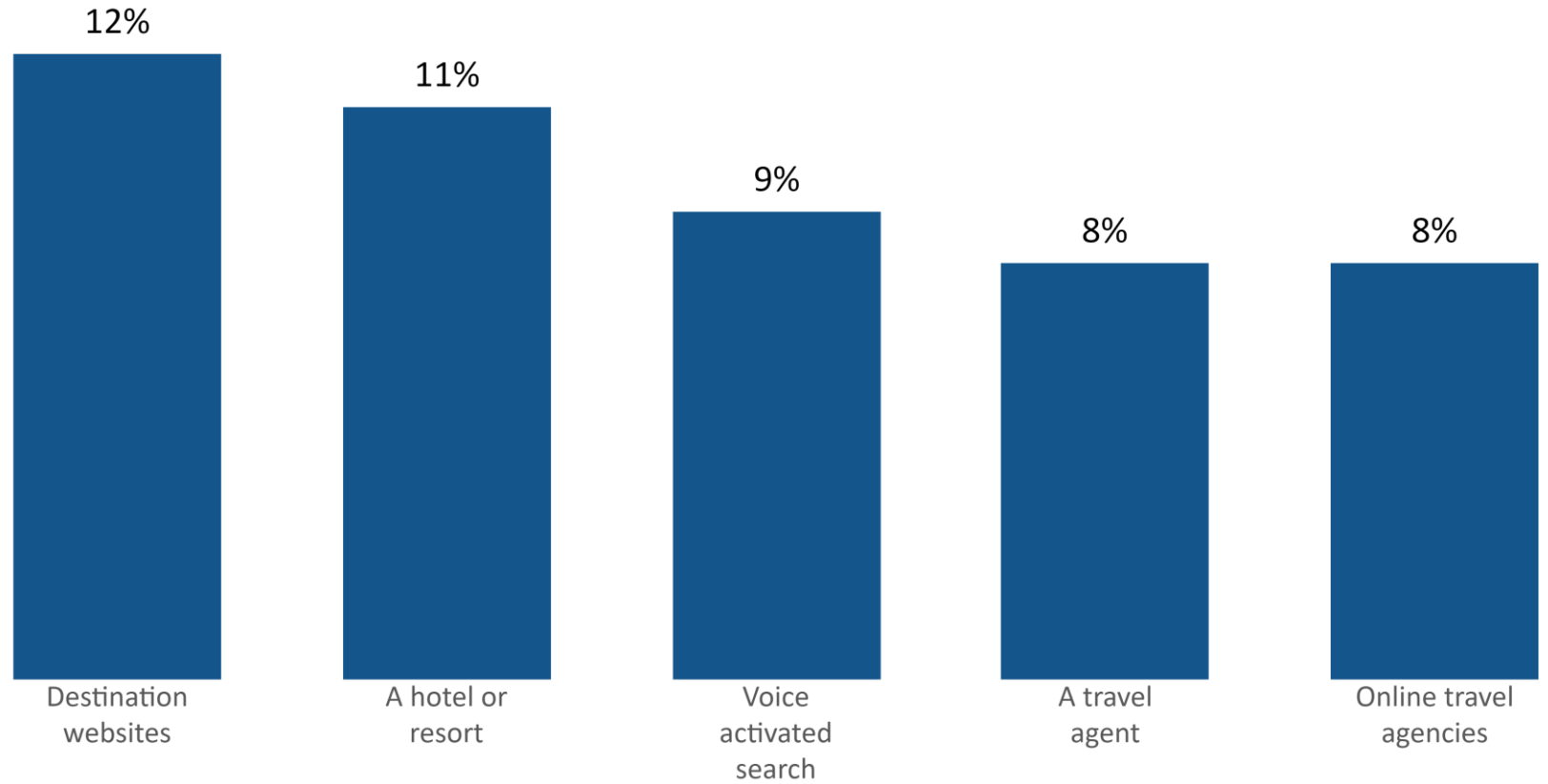
Participated in
Other
Activities
During Their Trip

Previous Year: 32%



Booking: Dining

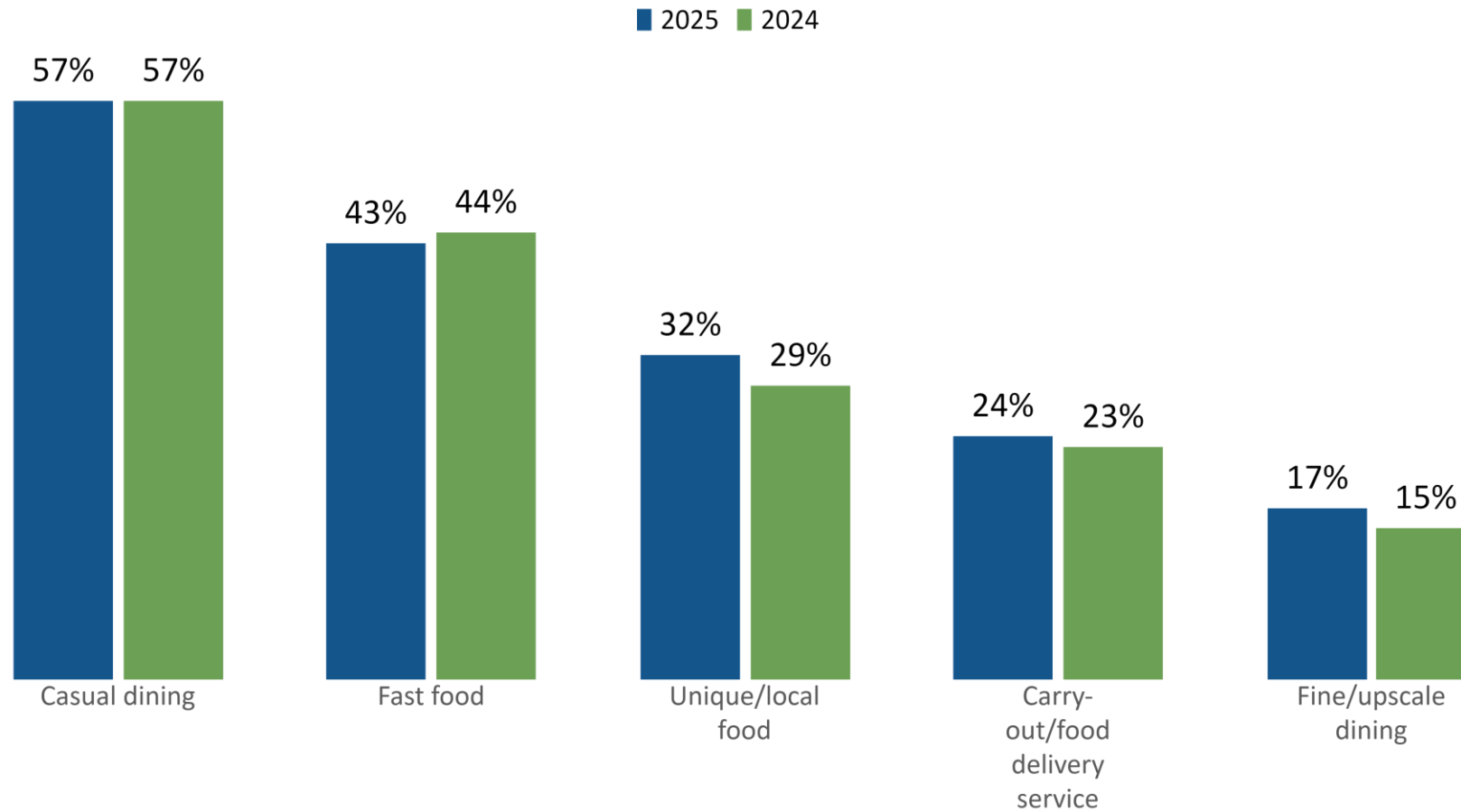
Top Booking Sources for Dining



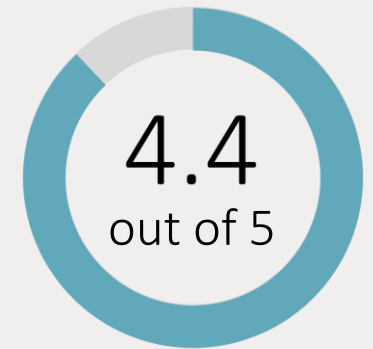
See Reference Guide for a full list of booking sources.

Dining

Top Dining Categories for Michigan Travelers



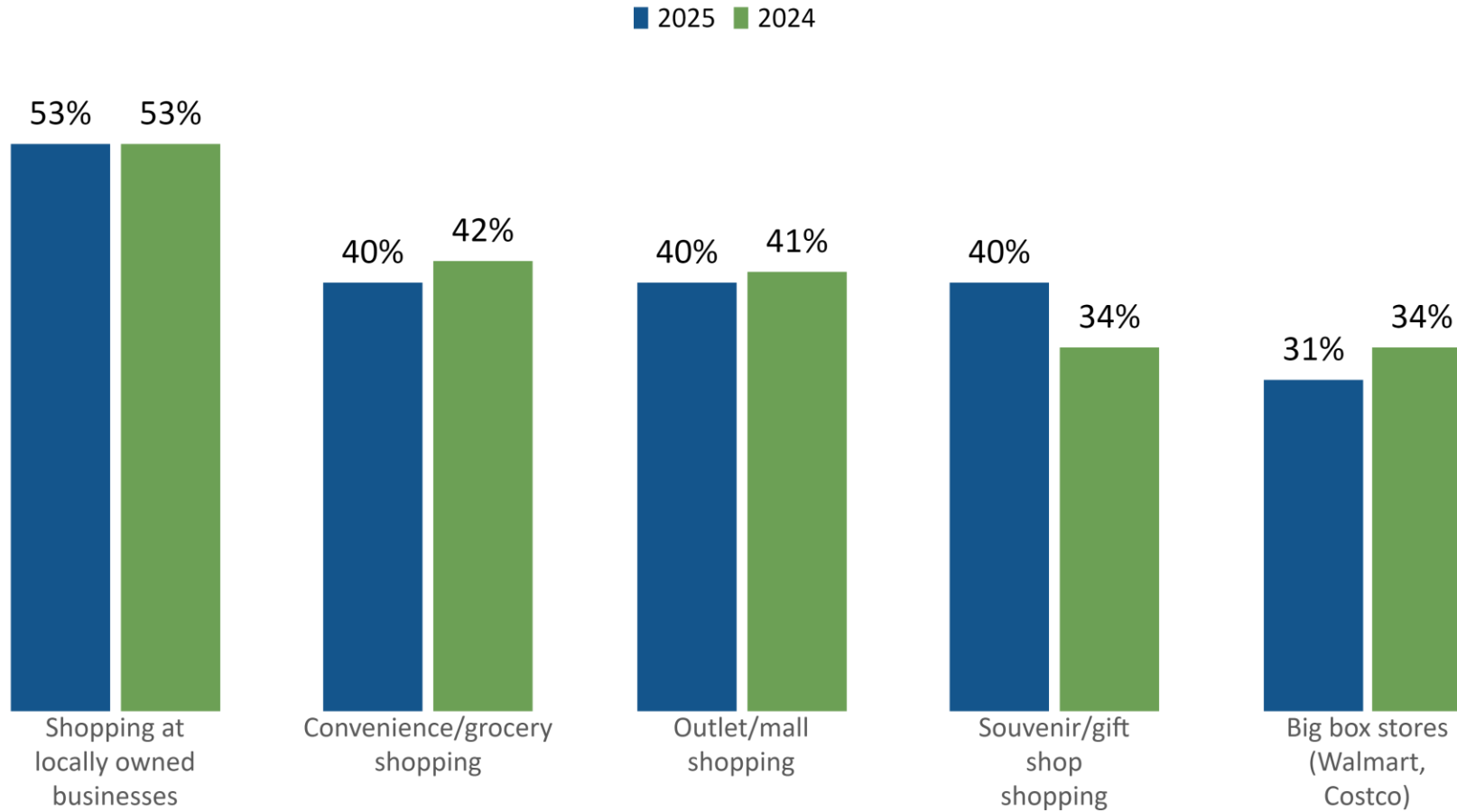
Quality of Food



Average Satisfaction Rating

Shopping

Top Shopping Categories for Michigan Travelers



This question is only asked of travelers who selected 'shopping' as an activity during their trip to Michigan.

Post-Trip

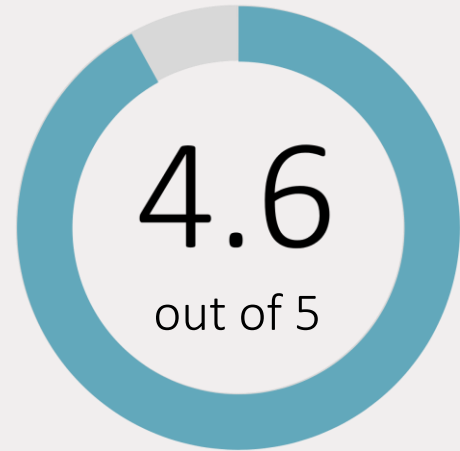
Traveler Satisfaction & Retention



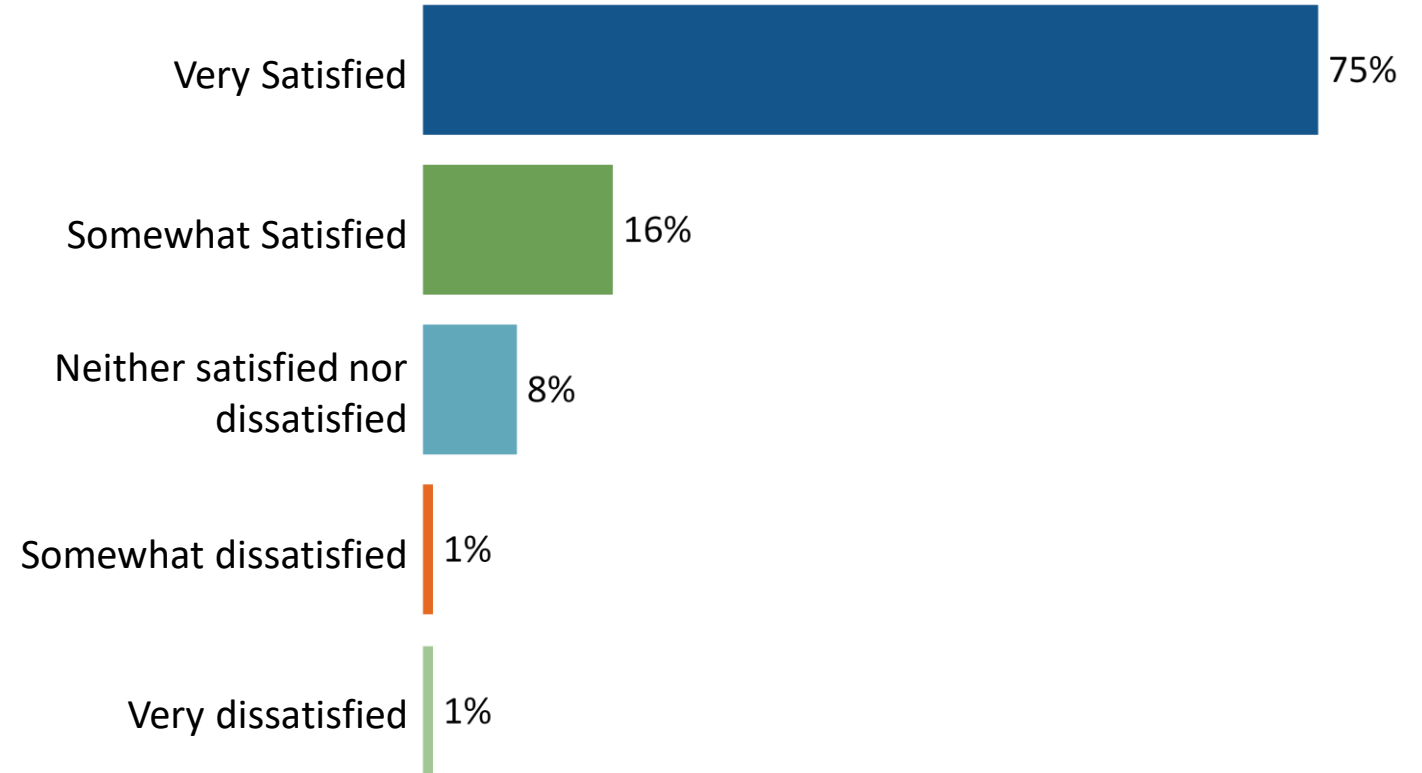
Satisfaction with Overall Trip

How Overnight Visitors Rated Their Michigan Experience

Average Satisfaction Rating



Previous Year: 4.6



Additional Satisfaction Indicators

Key Components of the Michigan Experience

Safety & Security



Cleanliness of Destination



Value for Money



Sightseeing & Attractions



Music, Nightlife, & Entertainment



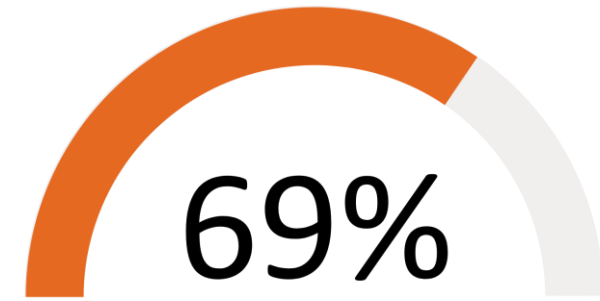
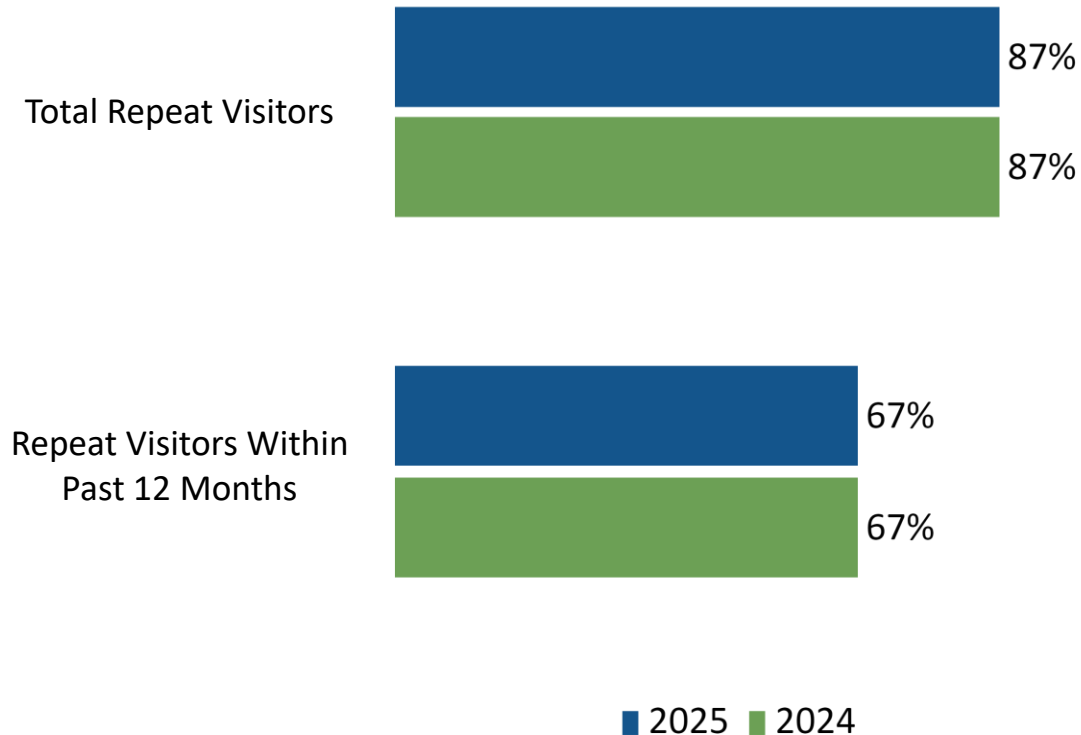
Friendliness of People



Visitor Retention Metrics

Key Predictors of Future Travel to Michigan

Past Visitation



Selected That They Were
'Very Likely' to Return to
Michigan

*Repeat visitation is the strongest
predictor of future travel.*

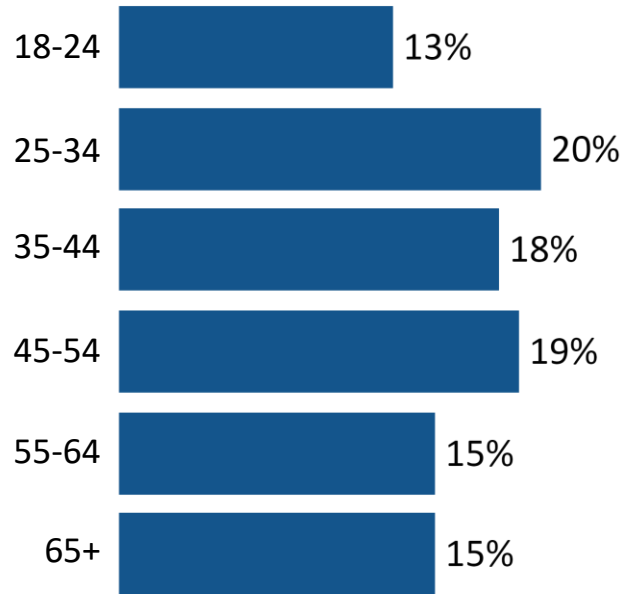
Respondent Demographics



Age, Gender, & Household Income

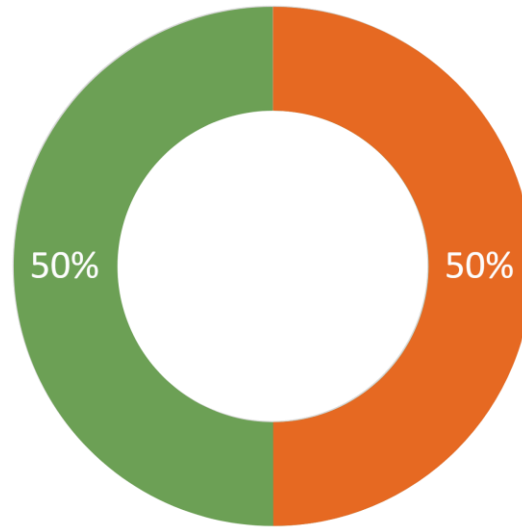
Respondent Demographics for Michigan

Age



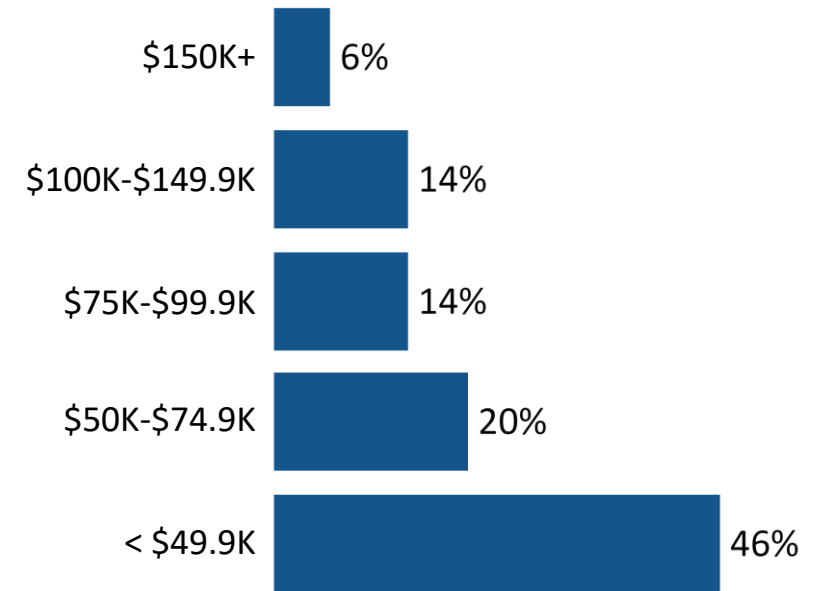
Average Age: 44.7

Gender



Female Male

Household Income

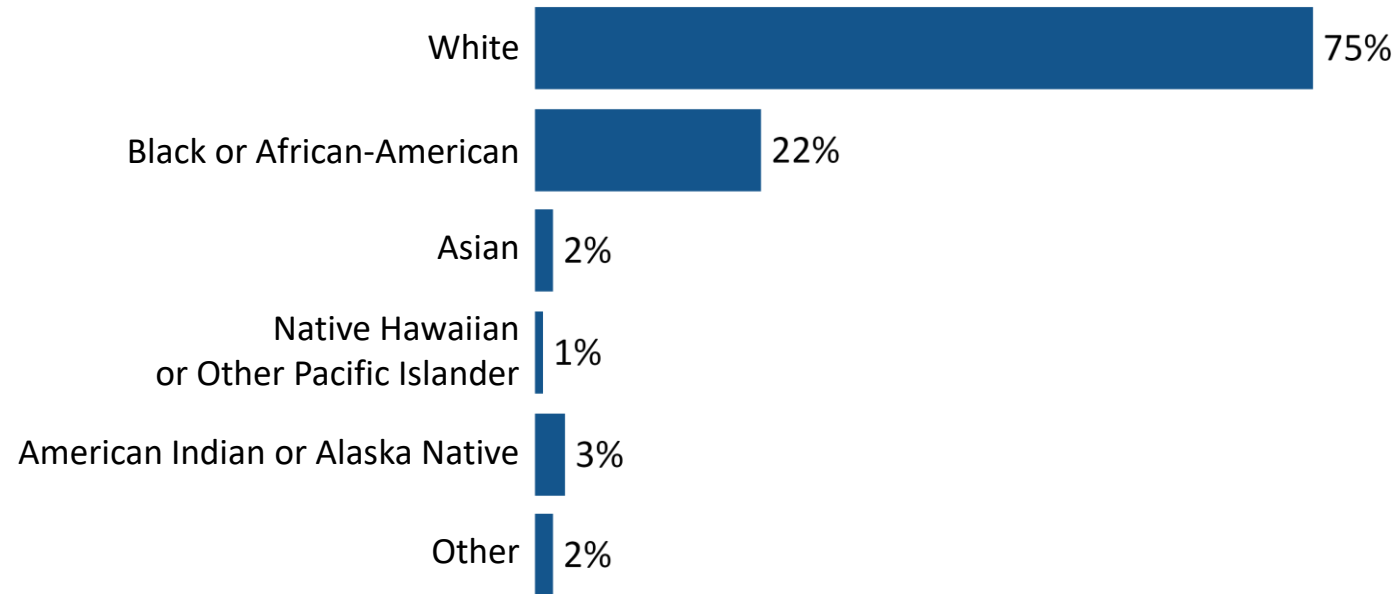


Average Income: \$67.8K

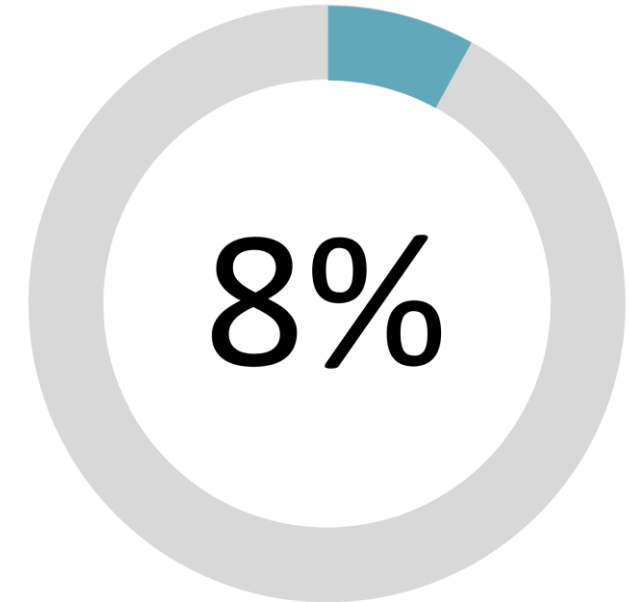
Race & Hispanic Background

Respondent Demographics for Michigan

Race



Hispanic Background



Race & ethnicity questions and category groupings align with the U.S. Census. These questions are multi-select, self-reported, and respondents have the option not to answer.

Additional Demographics

Respondent Demographics for Michigan

Employment

56% full-time / self-employed

11% part-time

34% retired / not employed / other

Marital Status

50% married / living with a partner

33% single / never married

17% divorced / widowed / separated

Military Status*

86% never served in the military

8% veteran

4% currently on active duty

2% on active duty for training

Education

30% high school diploma or less / other

22% attended some college

34% associate's or bachelor's degree

14% graduate or professional degree

Sexual Orientation

88% straight

4% gay / lesbian

6% bisexual

2% other / not sure

Household Size

23% 1 member

37% 2 members

15% 3 members

13% 4 members

11% 5+ members

* Multi-select to include status for all household members

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Travel USA®

Day Visitation Michigan Profile Report

2025



Travel USA® Overview

Methodology

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It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.

Each quarter, Longwoods International invites a random, projectable sample of adult members (age 18+) from a major U.S. consumer panel to participate in the Travel USA® survey. Respondents are selected to ensure representativeness of the U.S. adult population.

For analysis, data were weighted on key demographic variables to adjust for any differences between the sample and U.S. population targets derived from the 2020 Census.

Michigan's base size for day trips in 2025:

2,536

This study yields a margin of error of $\pm 3\%$ at a 95% confidence level. Year-over-year (YOY) and U.S. Norm comparisons are considered statistically significant only when results meet or exceed this threshold.

Pre-Trip

Traveler Profiles & Origins



State & DMA of Origin

Top Traveler Markets for Michigan

	2025	2024
Michigan	63%	60%
Ohio	9%	9%
Indiana	6%	7%
Illinois	6%	6%
Wisconsin	2%	2%



	2025	2024
Detroit, MI	27%	24%
Grand Rapids-Kalamazoo-Battle Creek, MI	14%	13%
Flint-Saginaw-Bay City, MI	10%	9%
Chicago, IL	7%	7%
Traverse City-Cadillac, MI	4%	5%

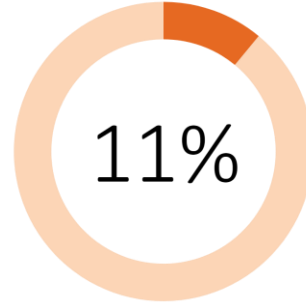
DMA of Origin is determined using the zip code entered by the respondent.

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

22%

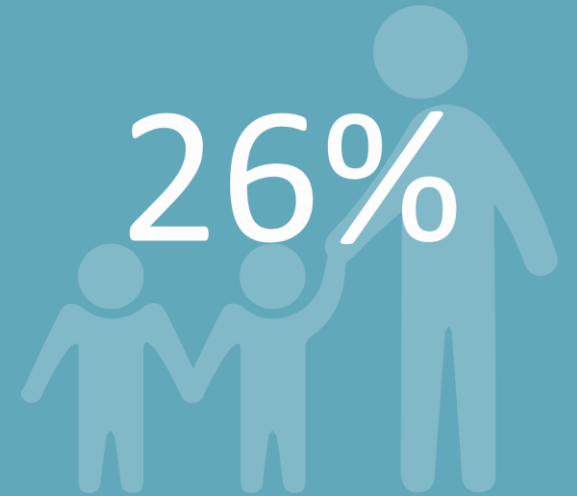


Travel Parties with Pets



Travel Parties
with Children

26%



Travel Party Composition

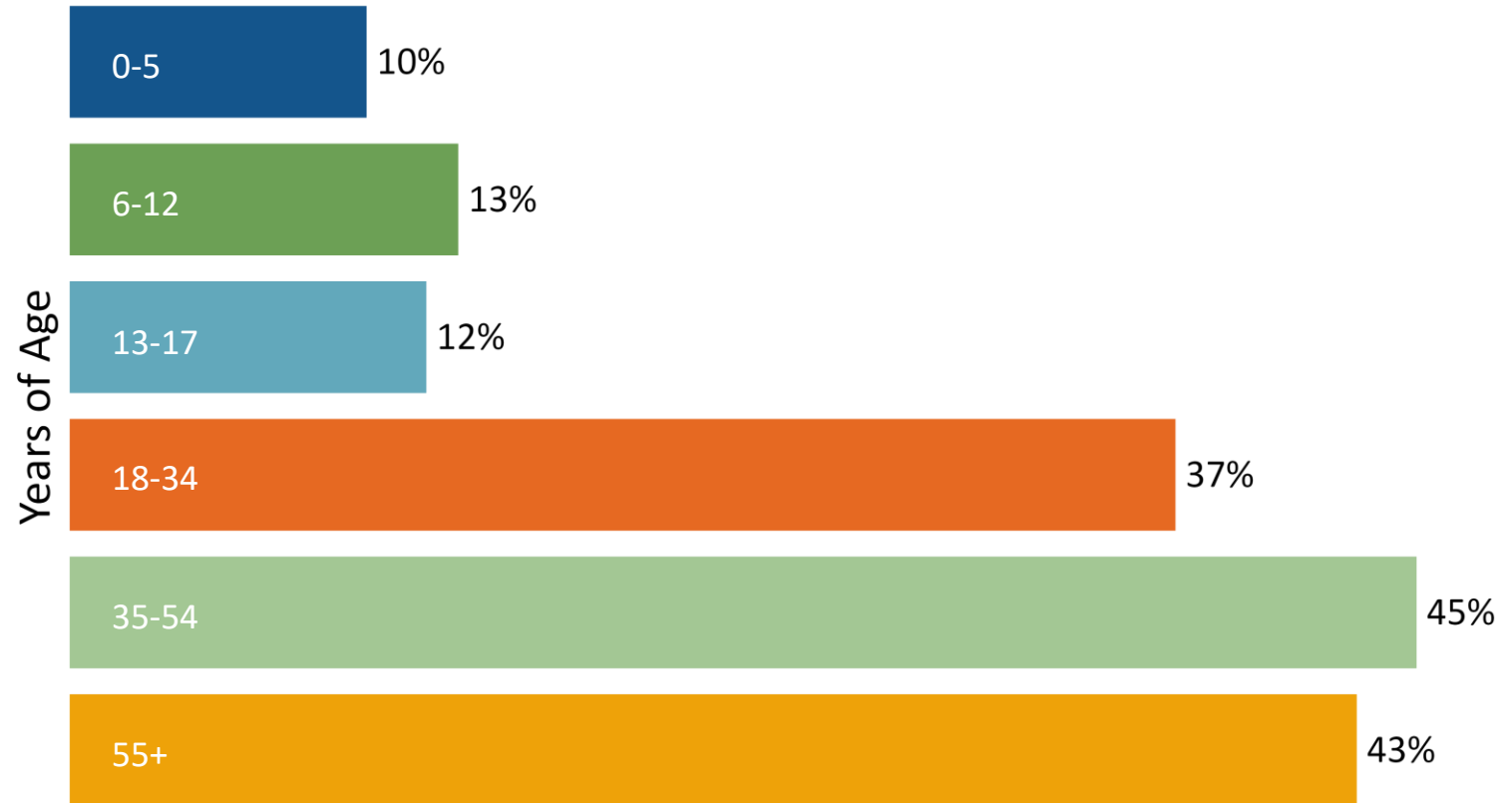
Travel Party Size & Age

Average Travel
Party Size

2.6



Travel Party Age



Travelers with Travel-Limiting Disabilities

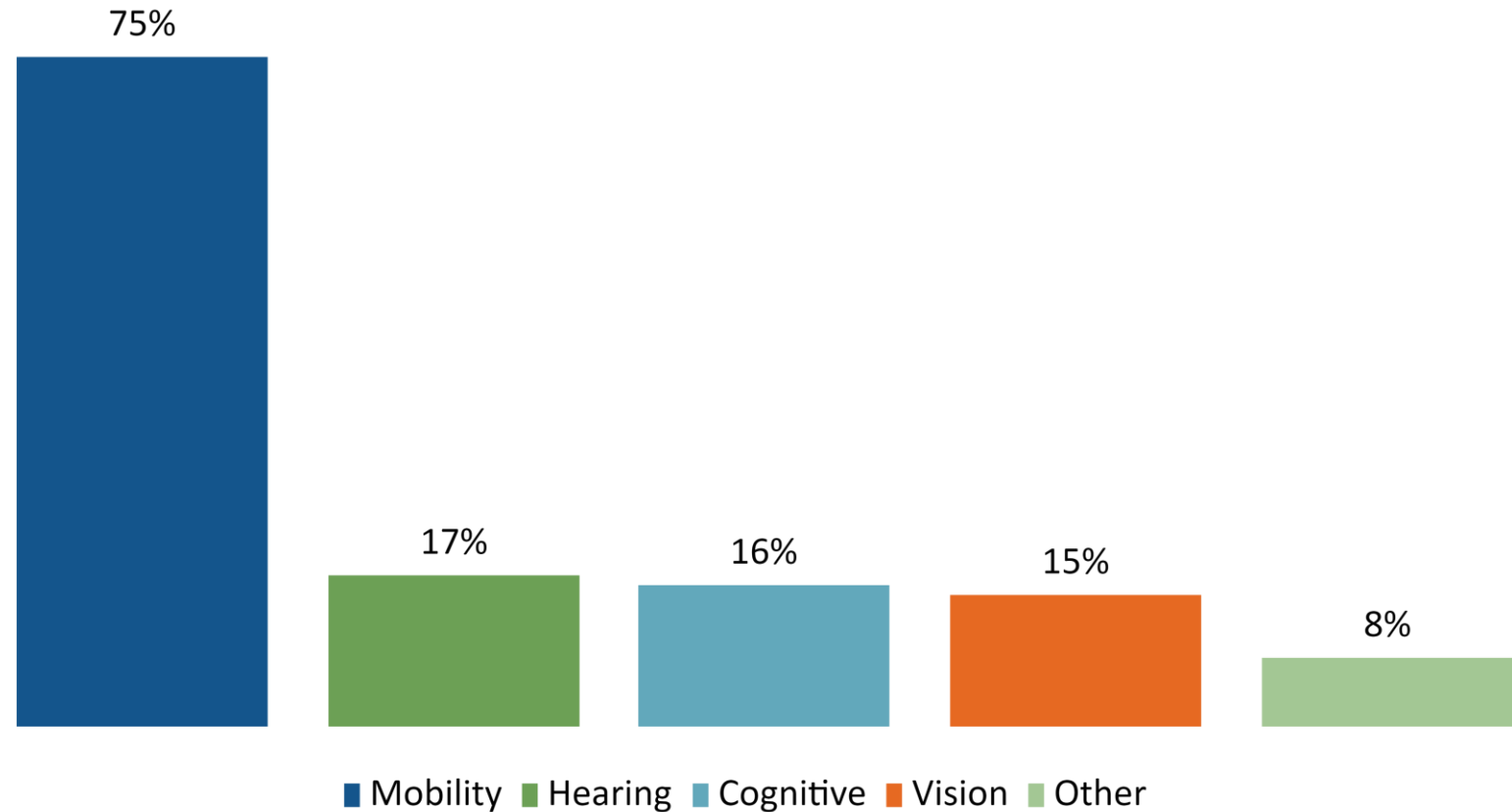
Disability Categorizations

Travel Parties with
an Individual Who
Required
Accessibility
Services

15%



+0.1% YOY



Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

Each respondent selects **one** primary motivator for their trip

38%

▼ -0.6% YOY

Visiting friends / relatives

10%

▼ -0.6% YOY

Touring

10%

▲ +0.6% YOY

Special event

9%

▲ +1.8% YOY

Outdoors

9%

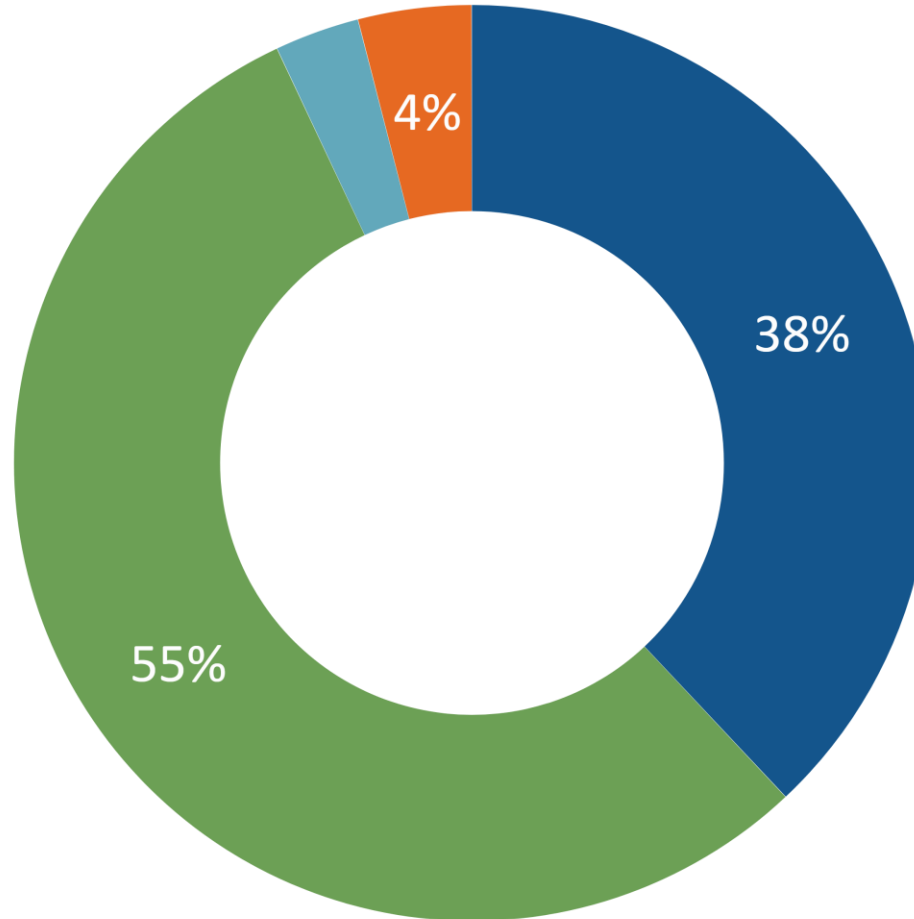
▲ +1.2% YOY

City trip

Market Segmentation

A Macro View of Travelers' Main Purpose of Trip

- Visiting friends/relatives
- Marketable
- Business-leisure
- Business



91%

Visited Friends/Relatives Who
Live in Michigan

9%

Met Friends/Relatives in
Michigan Who Live Elsewhere

Top Traveler Personas

Each respondent selects **one** persona that most closely describes their travel style

34%

Budget friendly traveler:
prioritizing affordability
and value for money

16%

Family traveler:
prioritizing activities and
accommodations
suitable for children

14%

Outdoor & adventure
seeker: drawn to
outdoor activities and
thrill-seeking

12%

Culture/heritage/history
seeker: seeking local
cultures, historical sites,
and engaging with local
traditions

7%

Special event traveler:
traveling for music
festivals, sporting events,
or other major events

5%

Luxury traveler: seeking
high-end experiences
and personalized
services

During Trip

Destination Activities



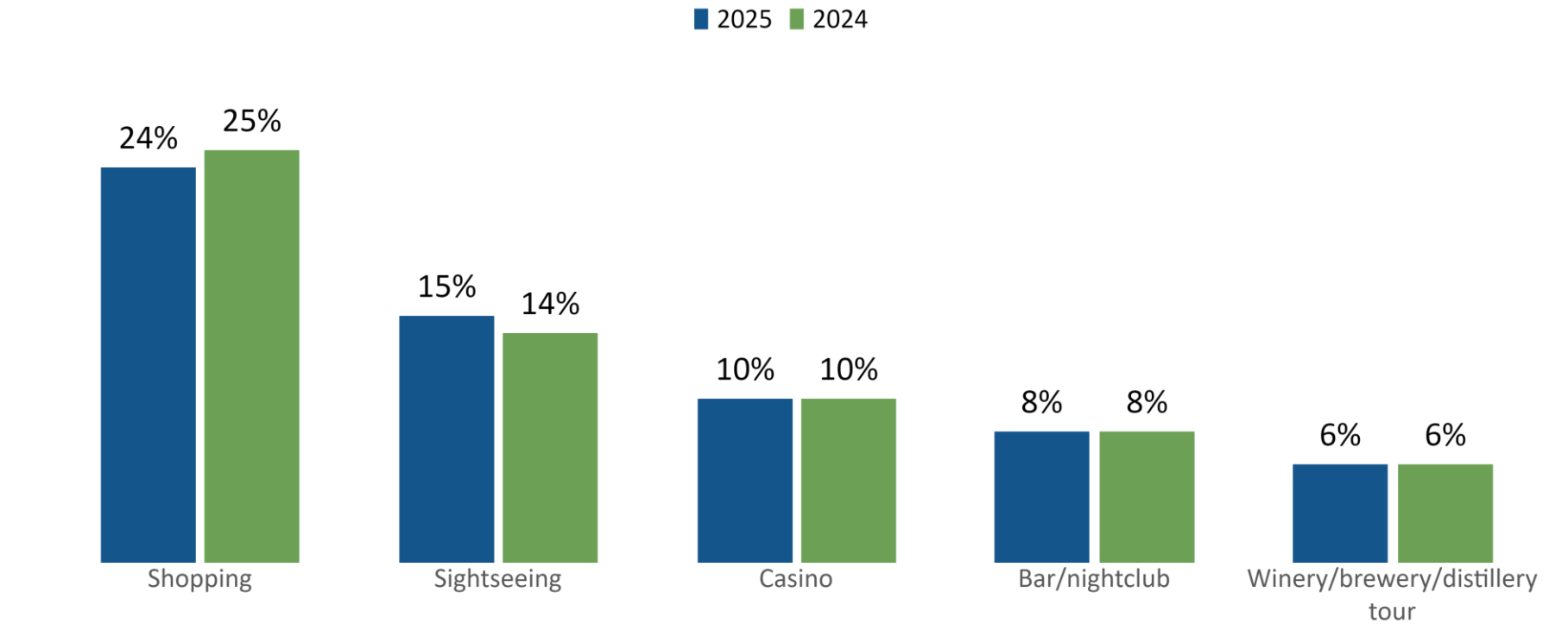
Entertainment Activities

Top Entertainment Activities for Michigan Travelers

54%

Participated in Entertainment Activities During Their Trip

Previous Year: 52%



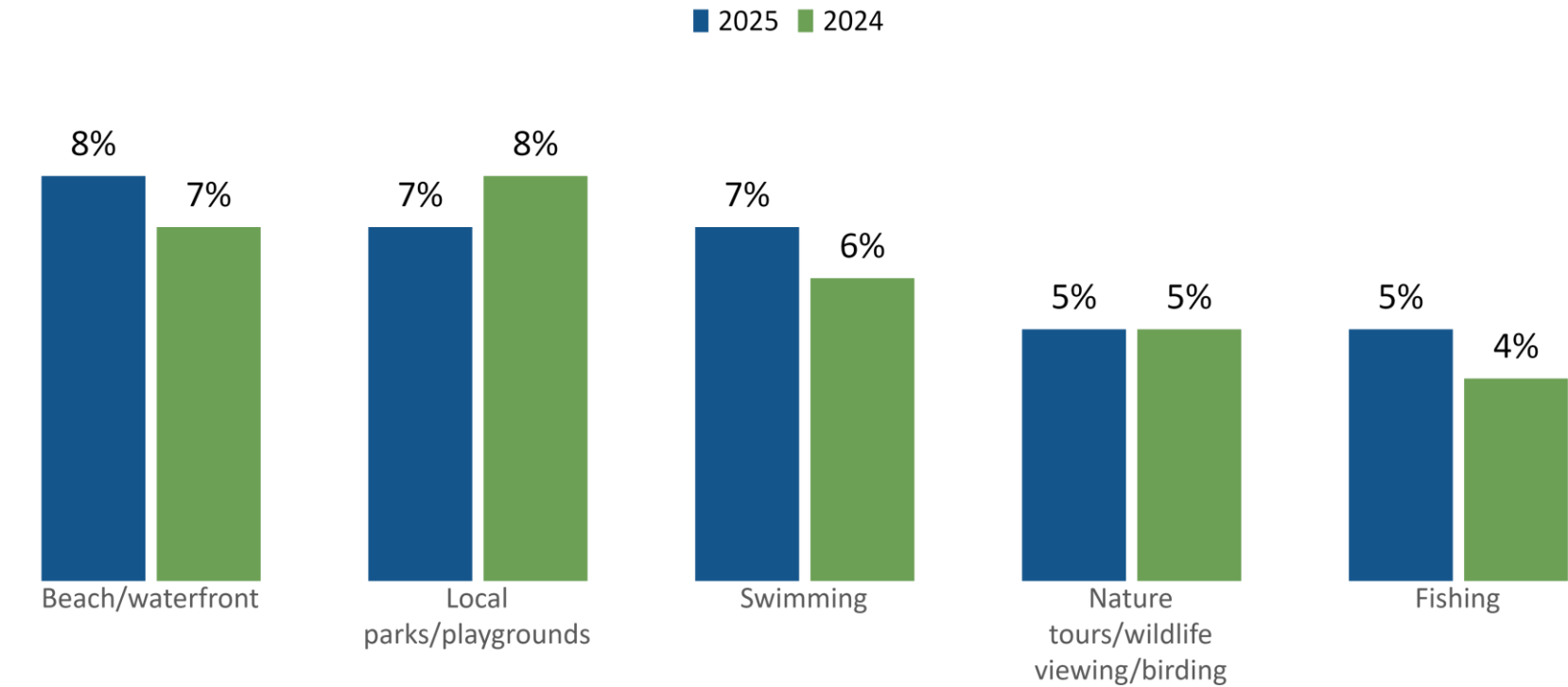
Recreational Activities

Top Recreational Activities for Michigan Travelers

34%

Participated in
Recreational
Activities
During Their Trip

Previous Year: 32%



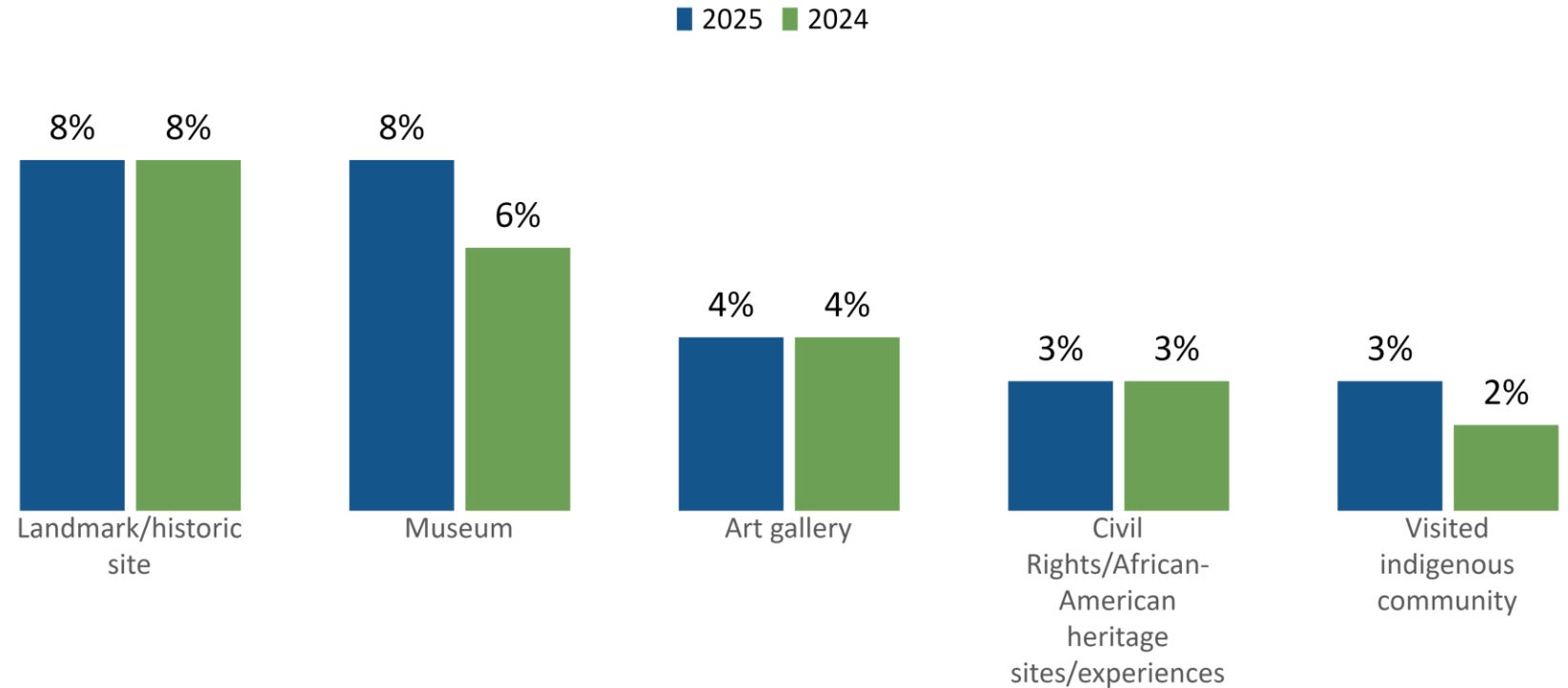
Cultural Activities

Top Cultural Activities for Michigan Travelers

20%

Participated in
Cultural
Activities
During Their Trip

Previous Year: 18%



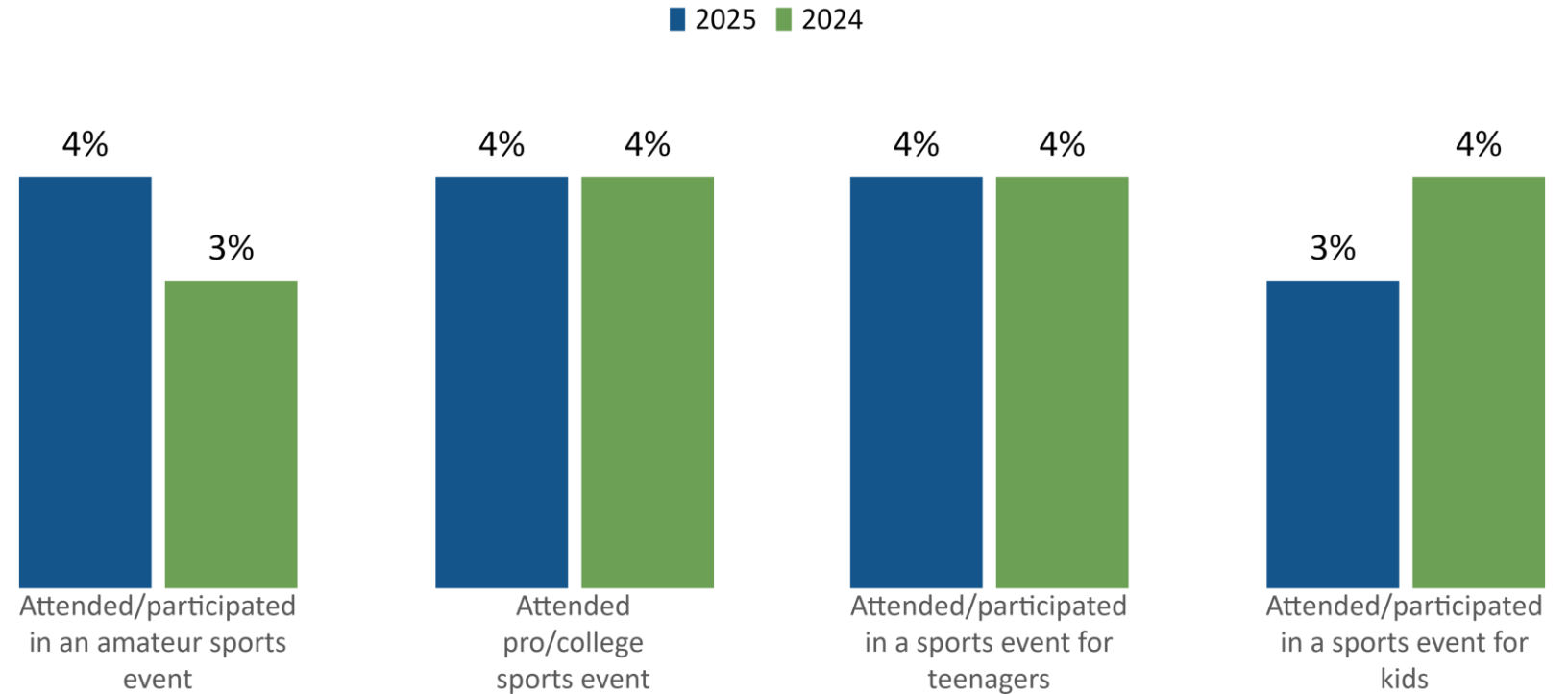
Sporting Events

Top Sporting Events for Michigan Travelers

12%

Participated in
Sporting
Events
During Their Trip

Previous Year: 11%



Business Activities

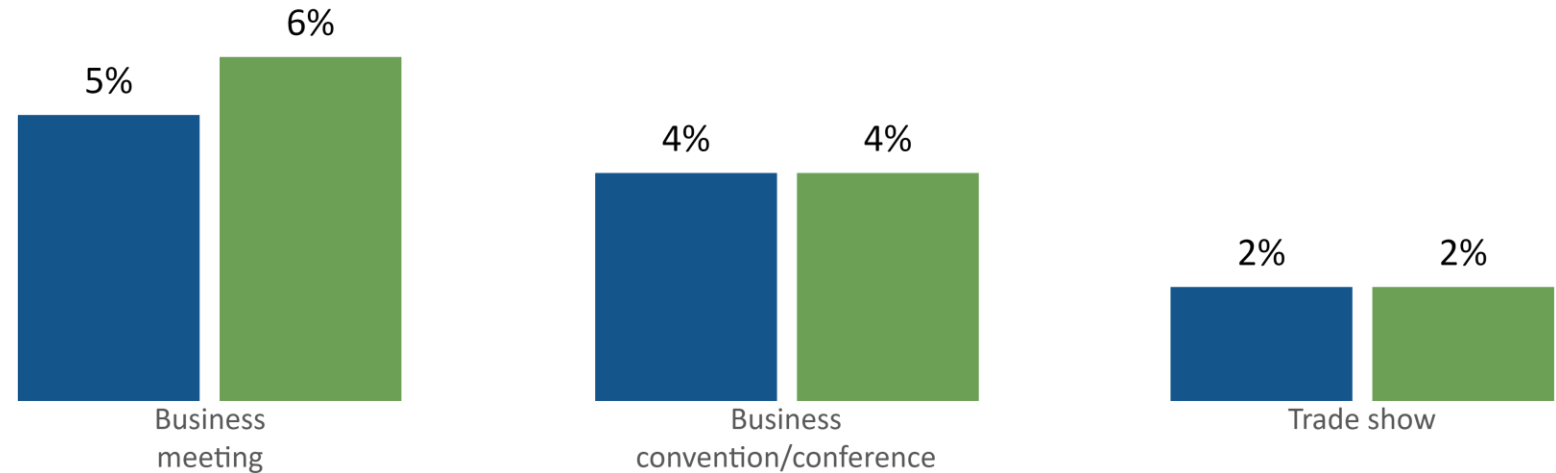
Top Business Activities for Michigan Travelers

9%

Participated in
Business
Activities
During Their Trip

Previous Year: 10%

■ 2025 ■ 2024



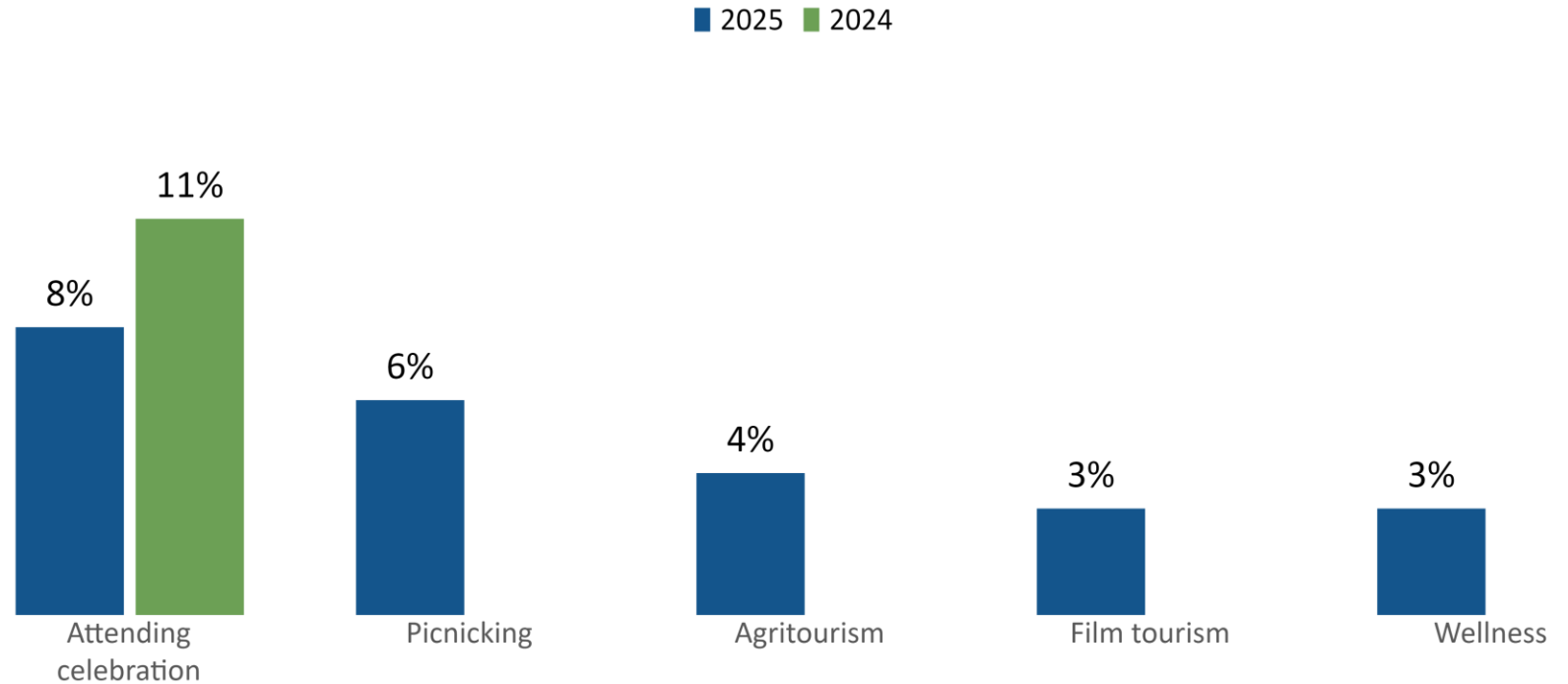
Other Activities

Top Other Activities for Michigan Travelers

27%

Participated in
Other
Activities
During Their Trip

Previous Year: 22%

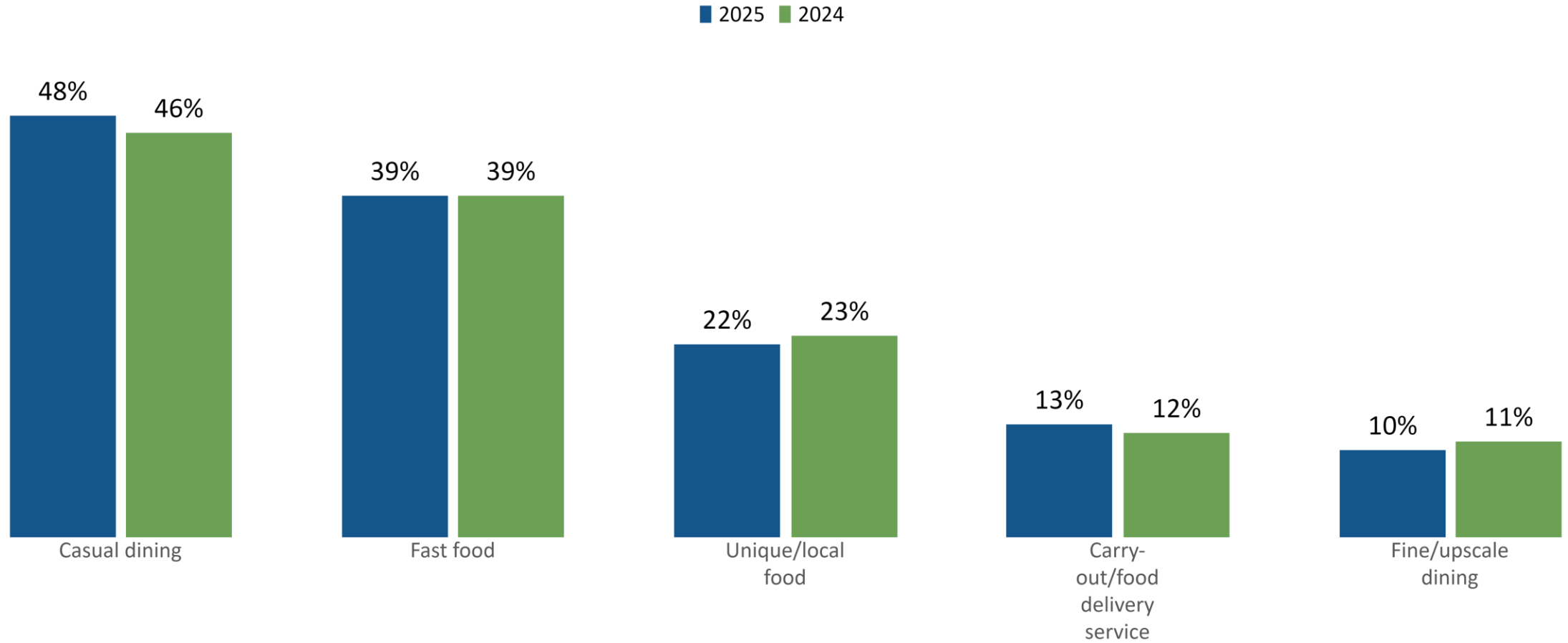


*Chart includes new response option for 2025; 2024 data unavailable



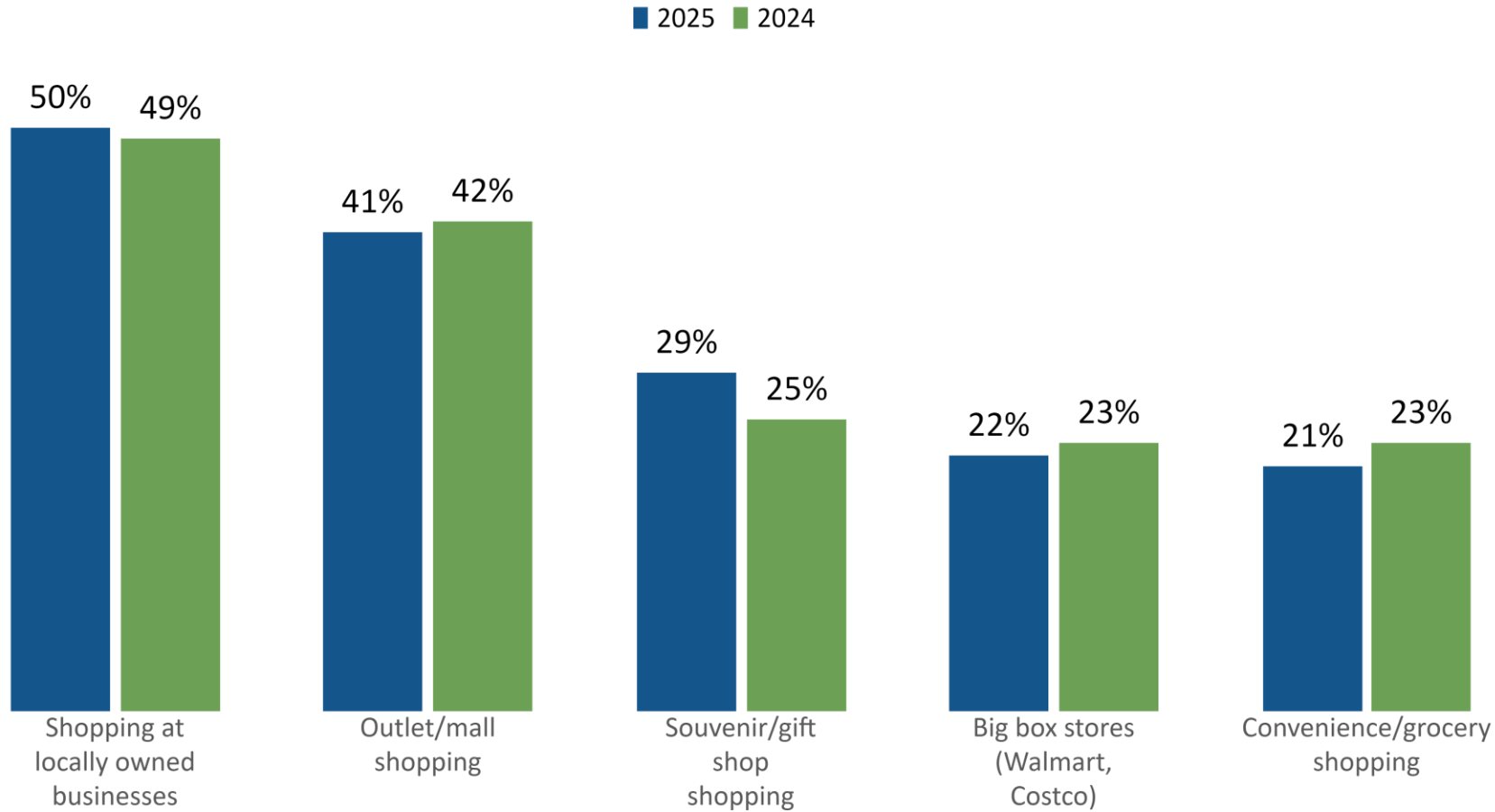
Dining

Top Dining Categories for Michigan Travelers



Shopping

Top Shopping Categories for Michigan Travelers



This question is only asked of travelers who selected 'shopping' as an activity during their trip to Michigan.

Post-Trip

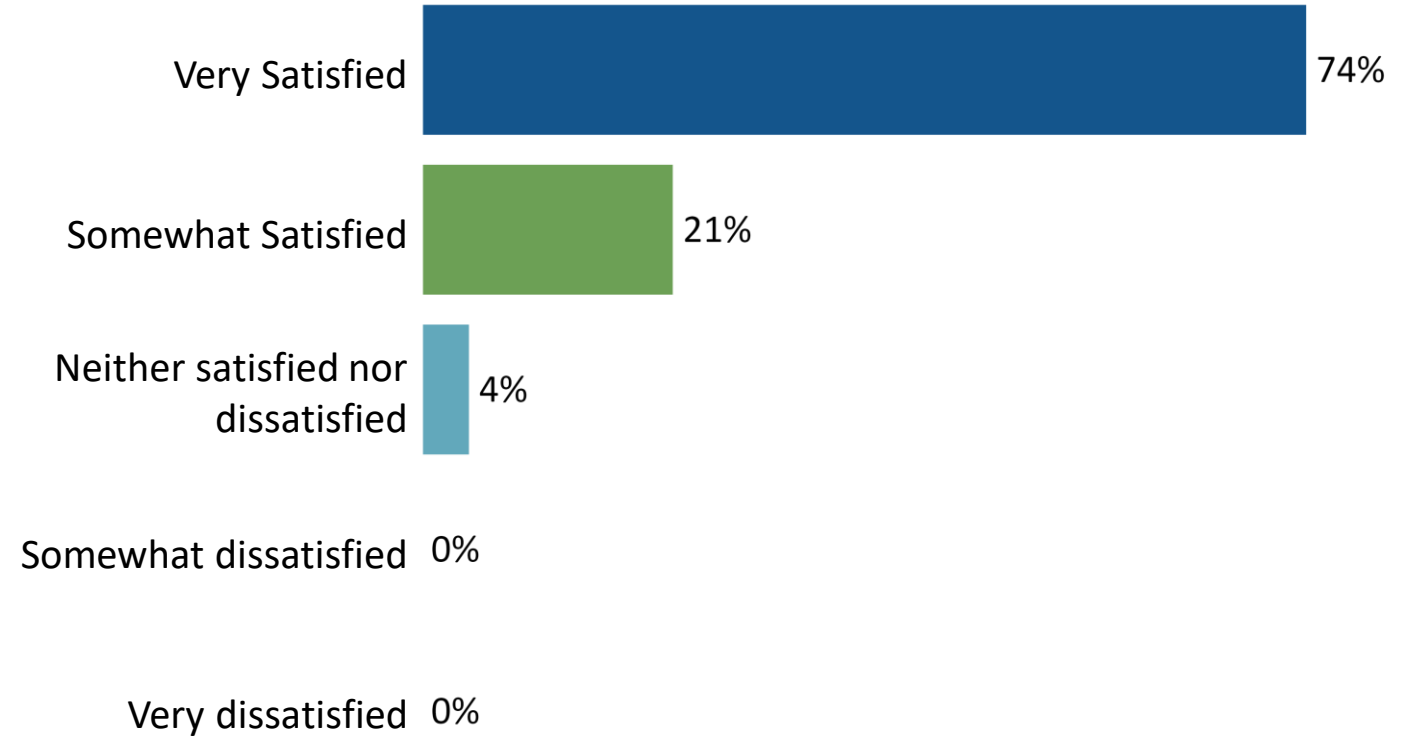
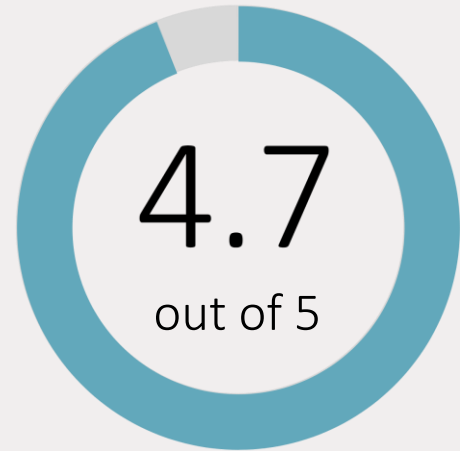
Traveler Satisfaction & Retention



Satisfaction with Overall Trip

How Day Visitors Rated Their Michigan Experience

Average Satisfaction Rating



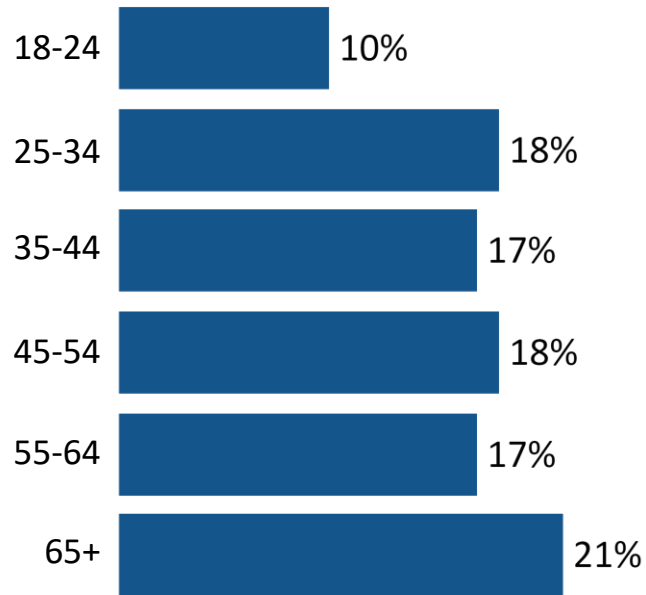
Respondent Demographics



Age, Gender, & Household Income

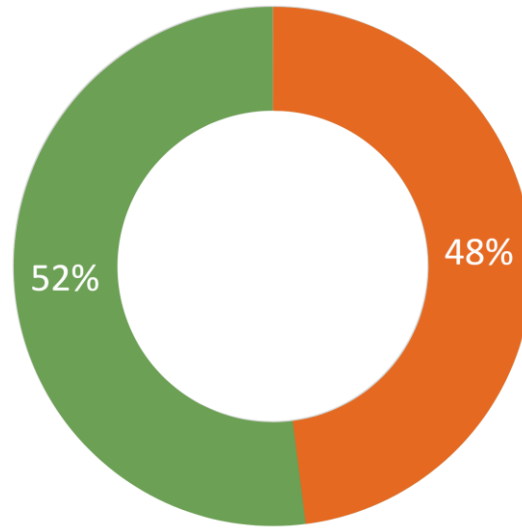
Respondent Demographics for Michigan

Age



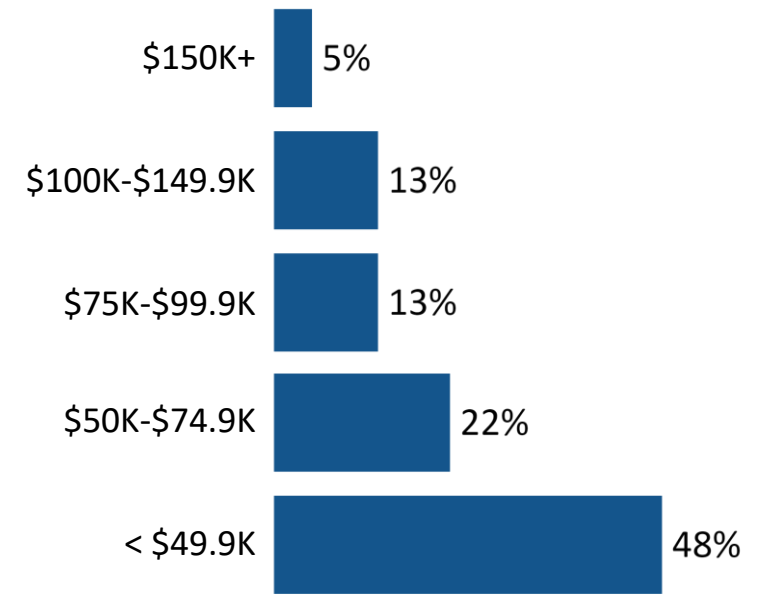
Average Age: 47.8

Gender



Female Male

Household Income

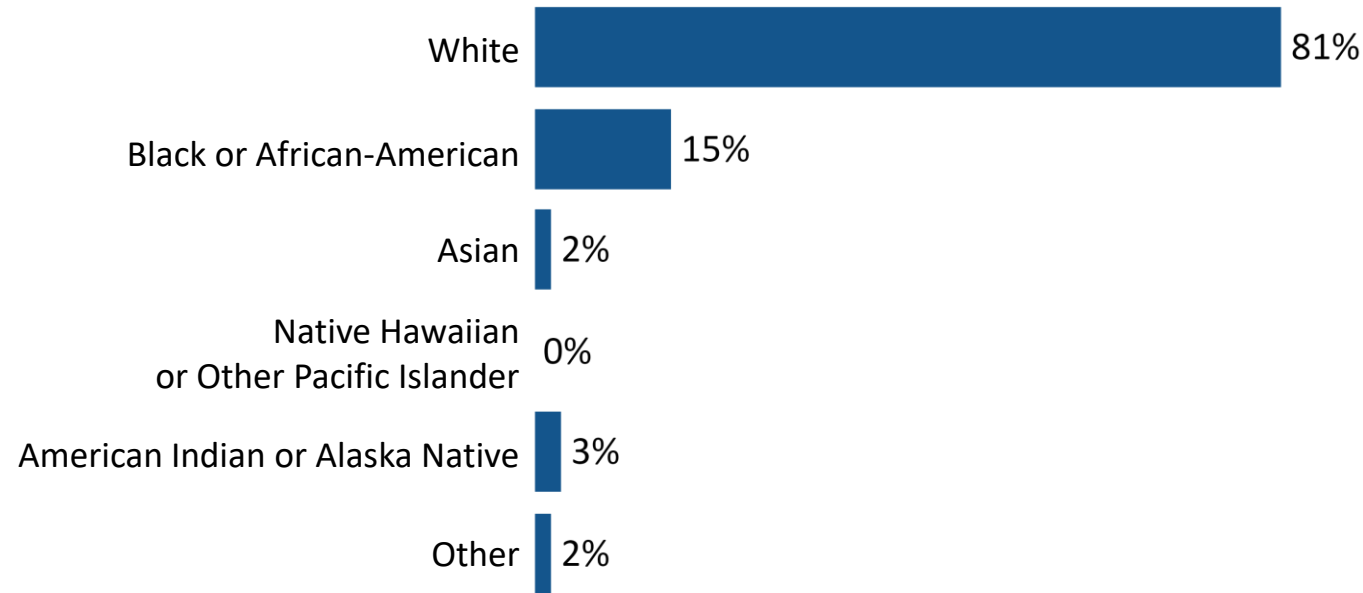


Average Income: \$63.9K

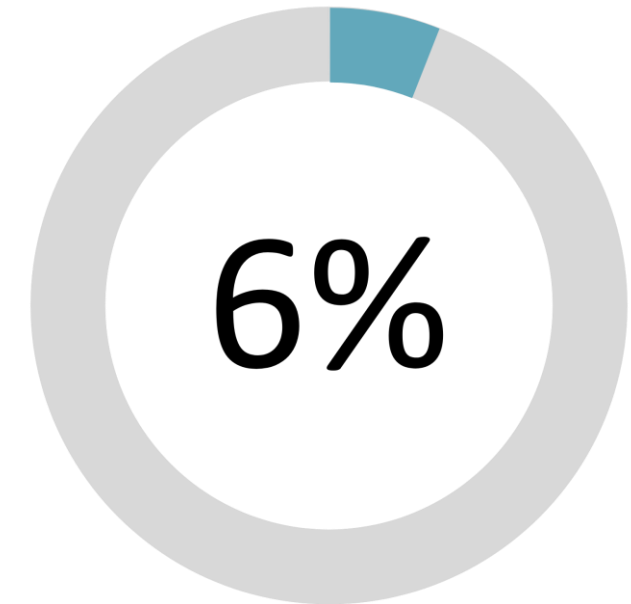
Race & Hispanic Background

Respondent Demographics for Michigan

Race



Hispanic Background



Race & ethnicity questions and category groupings align with the U.S. Census. These questions are multi-select, self-reported, and respondents have the option not to answer.

Additional Demographics

Respondent Demographics for Michigan

Employment

50% full-time / self-employed

10% part-time

39% retired / not employed / other

Marital Status

51% married / living with a partner

30% single / never married

19% divorced / widowed / separated

Military Status*

88% never served in the military

8% veteran

3% currently on active duty

1% on active duty for training

Education

27% high school diploma or less / other

25% attended some college

35% associate's or bachelor's degree

13% graduate or professional degree

Sexual Orientation

89% straight

2% gay / lesbian

5% bisexual

3% other / not sure

Household Size

24% 1 member

39% 2 members

16% 3 members

12% 4 members

9% 5+ members

* Multi-select to include status for all household members

