UNDERSTANDING MIDWEST TOURISTS: SPECIAL EMPHASIS ON CASINO GAMERS

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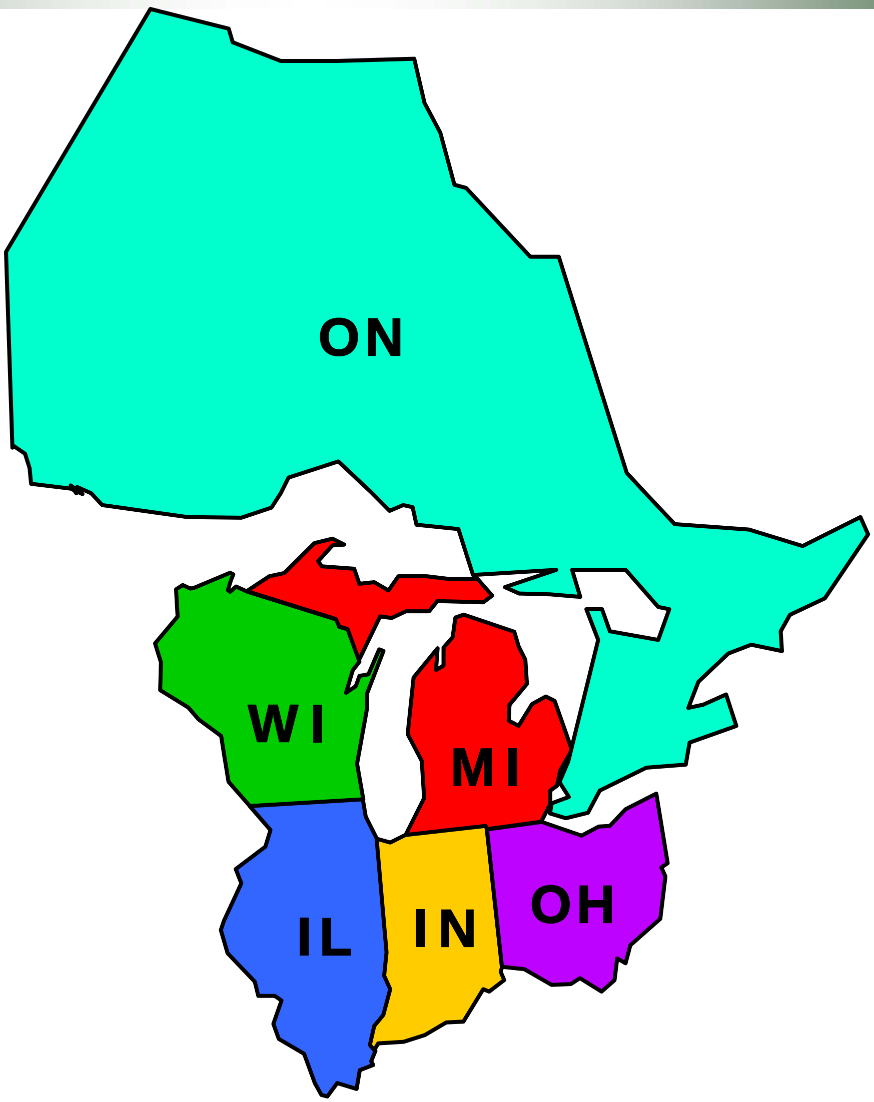
About
the Michigan Travel Market Survey

- The Michigan Travel Market Survey was conducted from January 1996 to June 2003 by the Tourism Resource Center at Michigan State University. The project was terminated due to budget cuts.

- Results are based on a telephone survey of randomly selected households in Michigan, Illinois, Indiana, Ohio, Wisconsin and the province of Ontario.

- Approx. 425 interviews were conducted on a monthly basis.

Survey region



The game plan

- Overview the study
- Profile respondents who visited and did not visit a casino on their most recent pleasure trip
- Highlight differences between (Michigan) resident and non-resident gamers
- Highlight differences between those whose primary/only trip purpose was to visit a casino and those whose visit to a casino was a spontaneous one
- Discuss marketing implications

GAMERS VERSUS NON-GAMERS

- Gamers – travelers who visited a casino on their most recent pleasure trip
- Non-gamers – travelers who did not visit a casino on their most recent pleasure trip

Sample size

	Number	% of total
Gamers	2,599	12.5 %
Non-gamers	18,220	87.5 %
Total	20,819	100.0 %

Residence of respondents

	Gamers	Non-gamers
Illinois	13 %	14 %
Indiana	9 %	13 %
Michigan	30 %	26 %
Ohio	16 %	16 %
Wisconsin	19 %	15 %
Ontario	13 %	16 %

Destination of trip

	Gamers	Non-gamers
Study region	41 %	52 %
Nevada	16 %	< 1 %
Other	43 %	48 %

Length of trip

	Gamers	Non-gamers
Day trips	8 %	12 %
Overnight trips		
Mean	7 nights	6 nights
1-2 nights	29 %	34 %
7+ nights	32 %	29 %

Where they stay (overnight travelers only)

	Gamers	Non-gamers
Hotel / motel	65 %	46 %
Friends / relatives	16 %	30 %
Other	28 %	24 %

What they spend per party

	Gamers	Non-gamers
Mean total	$ 1,336	$ 896
Median total	$ 700	$ 400
Mean / day	$ 183	$ 149
> $ 1,000	32 %	20 %

Primary trip purpose

	Gamers	Non-gamers
VFR	20 %	32 %
Entertainment	17 %	9 %
Vacation	31 %	27 %

Only slight differences across: outdoor recreation, relaxation, general touring and other purpose categories.

Type of transportation used

	Gamers	Non-gamers
Private vehicle	64 %	79 %
Bus	6 %	3 %
Airplane	32 %	20 %
Ship / boat	5 %	1 %

Activities on trip

	Gamers		Non-gamers	
Mean	5.2 activities		4.7 activities	

Most popular activities (percentage of respondents who participated in activity on a trip)

Gamers		Non-gamers	
1. Shopping	70 %	1. Shopping	67 %
2. Nightlife	66 %	2. Touring	58 %
3. Unique dining	64 %	3. Unique dining	57 %
4. Touring	61 %	4. Outdoor rec.	54 %

Note: Gamers' rate of participation is higher in all activities studied except "outdoor recreation" and "visiting parks."

When they travel

	Gamers	Non-gamers
Spring (Mar-May)	23 %	21 %
Summer (Jun-Aug)	29 %	36 %
Fall (Sep-Nov)	26 %	25 %
Winter (Dec-Feb)	22 %	18 %

Trip planning highlights

	Gamers	Non-gamers
Used Internet for travel information	73 %	72 %
<u>Trip planning began:</u>		
0-7 days before trip	33 %	33 %
8-30 days before trip	44 %	46 %
31-60 days before trip	21 %	19 %
Over 60 days before trip	2 %	2 %
Mean no. days before trip	88	80

Party characteristics

	Gamers	Non-gamers
Mean party size	3.9 persons	3.5 persons
Mean age of party	44.3 years	38.1 years
Parties with people:		
Less than 18 years old	32 %	76 %
51-60 years old	51 %	33 %
61-70 years old	32 %	19 %
71+ years old	13 %	10 %

Household demographics

	Gamers	Non-gamers
Children under 18	36 %	51 %
Senior	27 %	20 %
Median income above $42,000	75 %	75 %
Retired	21 %	15 %
Race:		
White / Caucasian	90 %	92 %
Black	7 %	4 %

RESIDENT VERSUS NON-RESIDENT GAMERS

- Resident gamers – Michigan respondents who visited a casino on their most recent pleasure trip (30% of study gamer population)
- Non-resident gamers – respondents from Illinois, Indiana, Ohio, Wisconsin, and province of Ontario who visited a casino on their most recent pleasure trip (70% of study gamer population)

General observations

- A complete set of statistics was developed for both, resident and non-resident gamers.
- Cross-comparisons yielded more similarities than significant differences.
- Only significant differences between the two groups of respondents will be reported.

Significant differences between resident and non-resident gamers (1)

	Resident gamers	Non-resident gamers
Day trips	12 %	6 %
Destination in region	61 %	37 %
Median expenditures	$ 500	$ 800
<u>Primary purpose of trip:</u>		
Vacation	27 %	33 %
Entertainment	22 %	15 %

Significant differences between resident and non-resident gamers (2)

	Resident gamers	Non-resident gamers
<u>Transportation used:</u>		
Private vehicle	72 %	60 %
Bus	7 %	5 %
Airplane	24 %	36 %

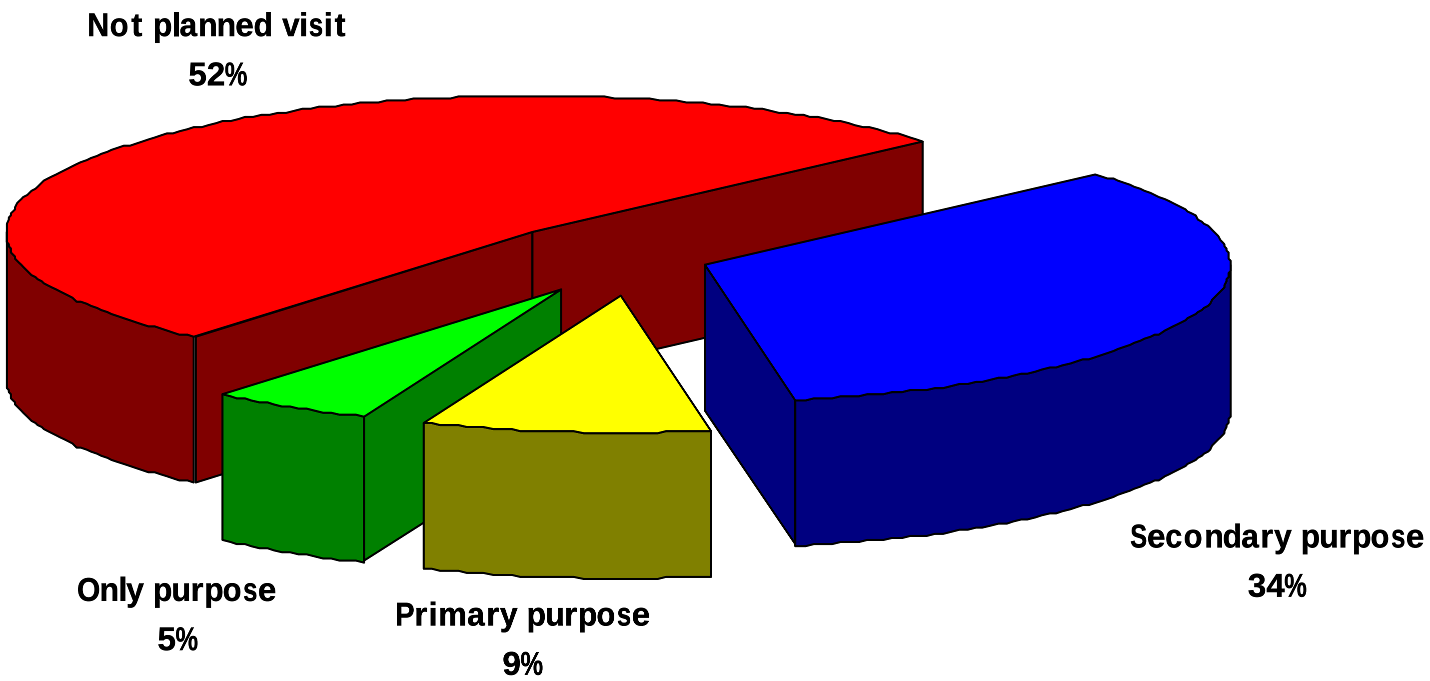
Significant differences between resident and non-resident gamers (3)

	Resident gamers	Non-resident gamers
<u>Season of pleasure trip:</u>		
Spring	21 %	24 %
Summer	30 %	29 %
Fall	30 %	25 %
Winter	19 %	22 %

Significant differences between resident and non-resident gamers (4)

	Resident gamers	Non-resident gamers
Race:		
White	87 %	91 %
Black	10 %	6 %

Intentions to visit casino prior to departing on the pleasure trip



Note: “purpose” means how much intended a visit to a casino was on that trip.

PLANNED VERSUS SPONTANEOUS GAMERS

- Planned gamers –respondents whose only or primary purpose of their most recent pleasure trip was to visit a casino
- Spontaneous gamers – respondents who did not plan to visit a casino prior to the departure on their most recent pleasure trip or stated that visiting a casino was a secondary purpose of their trip

Significant differences between planned and spontaneous gamers (1)

	Planned gamers	Spontaneous gamers
Day trip	10 %	5 %
Overnight stay	6 nights	8 nights
<u>Destinations:</u>		
Nevada	20 %	12 %
Study region	46 %	36 %
Other	34 %	52 %

Significant differences between planned and spontaneous gamers (2)

	Planned gamers	Spontaneous gamers
Used hotel / motel	73 %	57 %
Stayed with family/relatives	11 %	20 %
Prime purpose of trip:		
VFR	16 %	26 %
Entertainment	22 %	11 %

Significant differences between planned and spontaneous gamers (3)

	Planned gamers	Spontaneous gamers
Season of pleasure trip:		
Spring	24 %	22 %
Summer	27 %	31 %
Fall	28 %	24 %
Winter	21 %	23 %

Significant differences between planned and spontaneous gamers (4)

	Planned gamers	Spontaneous gamers
Mean age	46 years	42 years
Households with children	33 %	40 %
Households with seniors	31 %	23 %

PRE-MGM MARKET VERSUS POST-MGM MARKET

- Pre-MGM market – pleasure travel market in the region before to the opening of the MGM casino in Detroit

- Post-MGM market – pleasure travel market in the region after the opening of the MGM casino in Detroit

Significant differences: before and after the opening of the MGM casino in Detroit (1)

	Pre-MGM market	Post-MGM market
Day trips	6 %	9 %
Destination in region	34 %	49 %
Median expenditures	$ 800	$ 600
Primary purpose of trip:		
VFR	8 %	20 %

Significant differences: before and after the opening of the MGM casino in Detroit (2)

	Pre-MGM market	Post-MGM market
Used hotel / motel	63 %	66 %
Traveled by airplane	35 %	30 %
Summer trip	31 %	27 %
Planning horizon	96 days	82 days
Duration of trip	8 nights	7 nights

MICHIGAN TOURISM INVESTMENT FORUM

May 26 – 27, 2004

Hyatt Regency

Dearborn, Michigan

Michigan Tourism Investment Forum
What is it?

- The Michigan Tourism Investment Forum is a 1 ½ day conference/networking session designed to stimulate tourism-related investments in Michigan by increasing the investment community's awareness of the many development opportunities available in our state.
- Information and networking opportunities will be offered across the full range of developments with the potential to attract tourists: lodging properties, casinos, marinas, campgrounds, festivals/events, shopping complexes, etc.
- The Forum will offer structured sessions and less structured sessions that allow participants to network freely.

Michigan Tourism Investment Forum
Session topics

- State of the Michigan Tourism Industry
- The State of the Economy: Is It a Good Time to Invest in Tourism?
- What Can Government Offer?
- The Investment Climate for the Lodging Industry
- Attractions: Job Creators, Traffic Generators, & Revenue Enhancers
- Designing, Renovating & Repositioning Hotels
- Finance: Finding the Money
- Bringing It All Together: Public-Private Partnerships
- The Investment Climate for Commercial Recreation Enterprises
- Development Zones, Land Use and the Environment
- Asset Management

Michigan Tourism Investment Forum
How to register?

- Go to www.tourism.msu.edu/forum

  or

- Contact Alex Nikoloff at the MSU Tourism Resource Center:
  - (517) 353-0793 or
  - nikoloff@msu.edu.

MICHIGAN TOURISM INVESTMENT FORUM

May 26-27, 2004 Hyatt Regency-Dearborn, MI

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