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The Michigan Traveler: It's Not About the Journey, It's the Destination!

Clarkston, Mich. June 15, 2011 – The heat is on and Michigan summer is here! Intellitrends LLC, a market research and market strategy company, recently conducted a summer vacation survey with over 800 Southeast Michigan residents.

Up from last year, 85% of Michigan residents plan on taking some type of summer vacation compared to last year's 76%. Northern Michigan better get ready for the summer crowds since 63% said they were taking a road trip "Up North." Over one in three (36%) said that gas prices are influencing where they travel this summer, but it doesn't seem to be slowing anyone down! Based on the AAA TripTik report, the top three driving destinations within Michigan are Mackinaw City/Mackinaw Island, Traverse City and Munising.

Nearly half (48%) are planning a "stay-cation." There is plenty to do during Michigan summers! Of the participants, 56% said they planned on going to art fairs and festivals while 54% said they planned on going to a Detroit Tigers game. Over three in five (62%) get information about Michigan summer events online while one in three (32%) said they got their information from the Pure Michigan website. To learn more about the survey or to download it visit our website at www.intellitrend.com.

About Intellitrends — Marlene Stone founded Intellitrends LLC in 1989. Intellitrends is a leading international provider of research and analysis to a varied array of over 50 clients. Serving as a market vision company providing customized customer research and intelligence studies, including product and services validations, focus groups, customer and employee satisfaction studies, and WIN/LOSS reviews. Intellitrends focuses on delivering objective, in-depth analysis and actionable advice to make informed business and marketing decisions. Intellitrends has offices in Clarkston, Michigan and Dallas, Texas.

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