



Summer Visitor Poll – September, 2019

The purpose of the Summer Visitor Poll was to capture the views and motives of our visiting public. As an element in a broad comprehensive effort to gather grass roots inputs to the Village and Township's Master Planning Process, the Summer Visitor Poll was conducted from July 12, 2019 – September 2, 2019 and focused on the following areas:

- 1) What prompted your visit?
- 2) Where were your lodging accommodations?
- 3) How many nights did you stay?
- 4) What makes a visit to Pentwater special?
- 5) What would enhance your visit to Pentwater?

Key Response Highlights:

- 90% of respondents are annual or frequent visitors.
- Two-thirds (66.5%) of the respondents are in the 5+ nights category and all visitors ranked Beach, Family, Small/Quaint, and Lake as the top attributes that makes Pentwater special, with the exception of single day visitors that gave more importance to shops.
- More than half, 50.7% highlighted just six Pentwater special assets--selecting the presence of family (14.1%) and tradition (5.1%) along with inherent assets of beach (14.4%), small (13%), quaint (8.9%), and lake (7.2).
- It's revealing that 43% of the guests suggested Pentwater needed Restaurants, Food or Dining! Less than 1% said that "restaurants" made Pentwater special.
- The least important items voiced by single day visitors that make Pentwater "special" are downtown, uniqueness, walkability, restaurants, and being safe.
- Only single day guest put "shops" on their list of what makes Pentwater special, 4 of 22 or 18%; yet 37% of all respondents said that their visit to Pentwater was **prompted** by shops and/or dining.
- What prompted visits to Pentwater? 51% are prompted by the beach; 37% are prompted by shops or dining; 17-18% are **prompted** to attend an event or fair.
- 13% visit Pentwater via boat or to utilize the marina.
- Largest population of 5+ night visitors come from Grand Rapids, Chicago, St. Louis and SE. Michigan, and they would like to see more restaurant/dining options/grocery; yet their focus is on the beach/lake/natural beauty, family/tradition, and the appeal of small/quaintness.
- Largest population of 1 – 2 night visitors come from Grand Rapids, and they would like to see more lodging, grocery, shops & restaurants.

