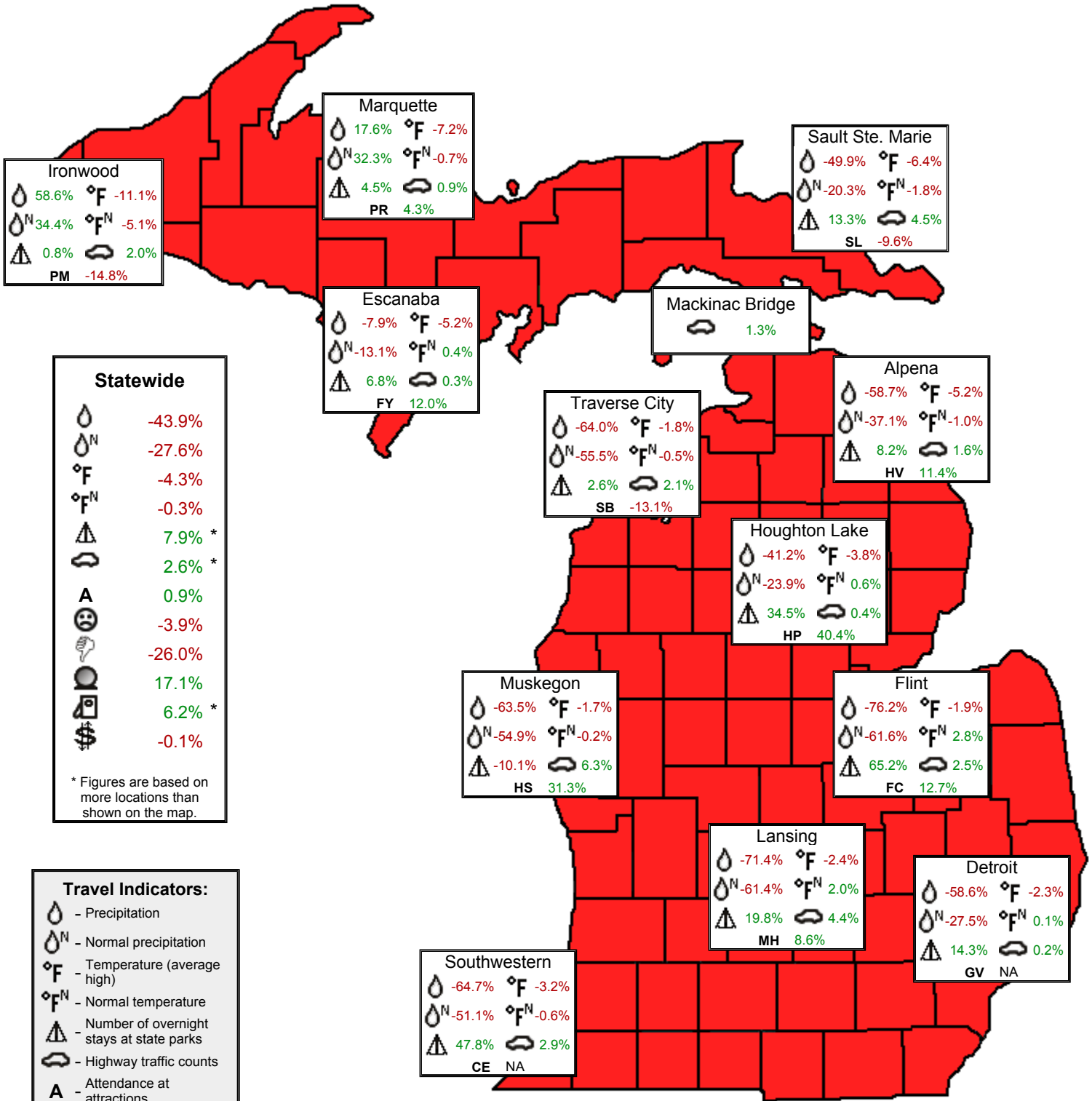




MICHIGAN TRAVEL INDICATORS

Fall 2002 vs. Fall 2001 - Report #75



Statewide

☔	-43.9%
☔ ^N	-27.6%
°F	-4.3%
°F ^N	-0.3%
⚠	7.9% *
🛣	2.6% *
A	0.9%
☹	-3.9%
👉	-26.0%
🕒	17.1%
💰	6.2% *
💵	-0.1%

* Figures are based on more locations than shown on the map.

Travel Indicators:

- ☔ - Precipitation
- ☔^N - Normal precipitation
- °F - Temperature (average high)
- °F^N - Normal temperature
- ⚠ - Number of overnight stays at state parks
- 🛣 - Highway traffic counts
- A - Attendance at attractions
- ☹ - Consumer Confidence
- 👉 - Present Situation
- 🕒 - Expectations
- 📷 - Gasoline prices
- 💵 - Exchange rate (US\$/CAN\$)

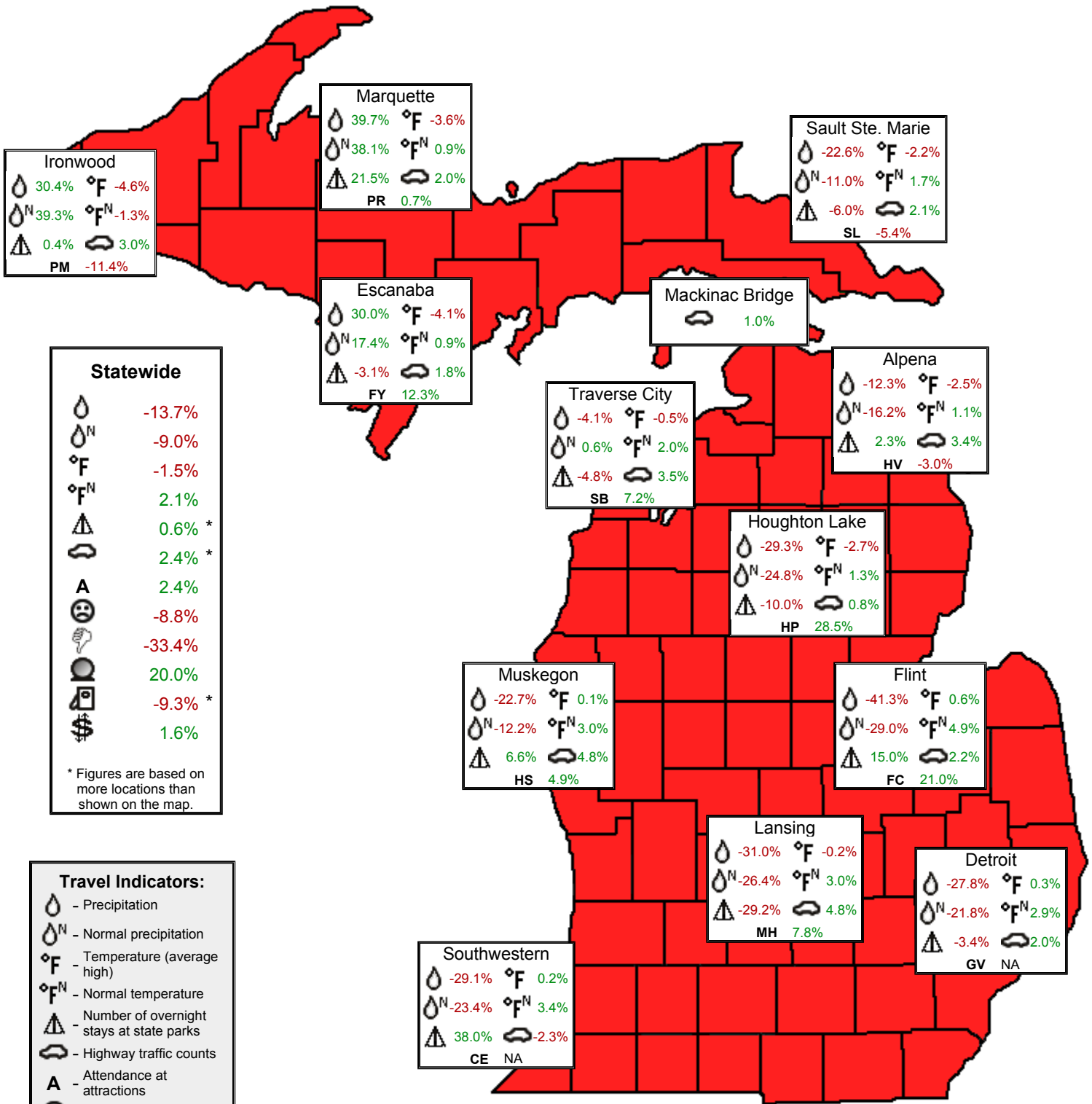
Selected Attractions:

CE - Cook Energy Information Center	MH - Michigan Historical Museum
FC - Flint Cultural Center	PM - Porcupine Mountains Wilderness State Park
GV - Greenfield Village & Henry Ford Museum	PR - Pictured Rocks National Lakeshore
HP - Hartwick Pines State Park	SB - Sleeping Bear Dunes National Lakeshore
HS - P.J. Hoffmaster State Park	SL - Soo Locks
FY - Fayette State Park	HV - Harrisville State Park



MICHIGAN TRAVEL INDICATORS

January - November 2002 vs. January - November 2001



Statewide

- 13.7%
- 9.0%
- 1.5%
- 2.1%
- 0.6% *
- 2.4% *
- 2.4%
- 8.8%
- 33.4%
- 20.0%
- 9.3% *
- 1.6%

* Figures are based on more locations than shown on the map.

Travel Indicators:

- Precipitation
- Normal precipitation
- Temperature (average high)
- Normal temperature
- Number of overnight stays at state parks
- Highway traffic counts
- Attendance at attractions
- Consumer Confidence
- Present Situation
- Expectations
- Gasoline prices
- Exchange rate (US\$/CAN\$)

Selected Attractions:

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Fall 2002 vs. Fall 2001:

by [Charles Shih](#), [Lori A. Martin](#), and [Donald F. Holecek](#)

Michigan highway traffic volume during the fall of 2002 (September through November) increased 2.6% compared to the fall of 2001. All twelve of the areas we monitor experienced increased levels of traffic this fall, with the largest percent increases occurring in the Muskegon (+6.3%), Sault Ste. Marie (+4.5%), and Lansing (+4.4%) areas. The number of vehicles crossing the Mackinac Bridge this fall also increased by 1.3% from last fall.

Statewide combined hotel and motel (SIC code 701) sales and use tax collections, as reported by the Michigan Department of Treasury, decreased by 3.4% during the fall of 2002, following a 14.0% decline in the fall of 2001.

Michigan state park overnight campground stays increased by 7.9% in fall 2002 compared to fall 2001, while aggregate attendance at ten selected attractions increased slightly, by 0.9%, in fall 2002. Among these attractions, the largest percent increase was registered at Hartwick Pines State Park (+40.4%), and the largest percent decrease was registered at the Porcupine Mountains State Park (-14.8%). The visitor count for the Henry Ford Museum and Greenfield Village was not included due to the closure of the Greenfield Village for major renovations. Cook Energy Information Center remained closed to visitors following 9/11 for security reasons.

Regarding weather conditions, the fall of 2002 was much drier and a little cooler than the fall of 2001. Overall statewide precipitation was 43.9% lower than last fall and 27.6% lower than the normal level. The statewide average high temperature this fall was 4.3% lower than last fall and 0.3% lower than normal. All of the regions we track received less rainfall than during the same period last year, with the exceptions of the Ironwood and Marquette areas, where increases in precipitation were registered compared to the fall of 2001.

The U.S. economy in fall 2002 was weaker than during the fall of 2001. The Consumer Confidence Index (CCI) decreased by 3.9%, and the Present Situation Index (PSI) was down significantly by 26.0%. However, the Expectations Index (EI) this fall was 17.1% higher than last fall. Statewide gasoline prices this fall were 6.2% higher than last fall. The U.S. dollar this fall was about the same level as last fall compared to the Canadian dollar. The Michigan Travel Intentions Index™ declined slightly, by 1.0%.

January - November 2002 vs. January - November 2001:

Statewide traffic volume during January through November 2002 increased by 2.4% compared to the same period of 2001. Increases in traffic counts were registered at eleven of the twelve areas we monitor during this period, with the exception of the Southwestern area, which registered a 2.3% decrease. The largest percent increase (+4.8%) was registered in both the Lansing and Muskegon areas. Mackinac Bridge crossings increased by 1.0%, as compared to the number of crossings recorded during the same period last year.

Combined sales and use taxes collected by commercial lodging establishments declined by 8.0% from last year for this same period, extending a negative trend which began last year.

During January through November 2002, state park overnight stays increased slightly, by 0.6, compared to January through November 2001. The largest increase (+38.0%) occurred in the Southwestern area, while the largest decrease (-29.2%) occurred in the Lansing area. Aggregate attendance at ten tourist attractions increased by 2.4% with the largest single attraction increase (+28.5%) occurring at the Hartwick Pines State Park. The visitor count for the Henry Ford Museum and Greenfield Village was not included due to the closure of the Greenfield Village for renovations since September.

Overall precipitation was 13.7% lower than during the same period last year and also 9.0% lower than normal. Average high temperatures were 1.5% lower than during the same period last year but were 2.1% higher than normal.

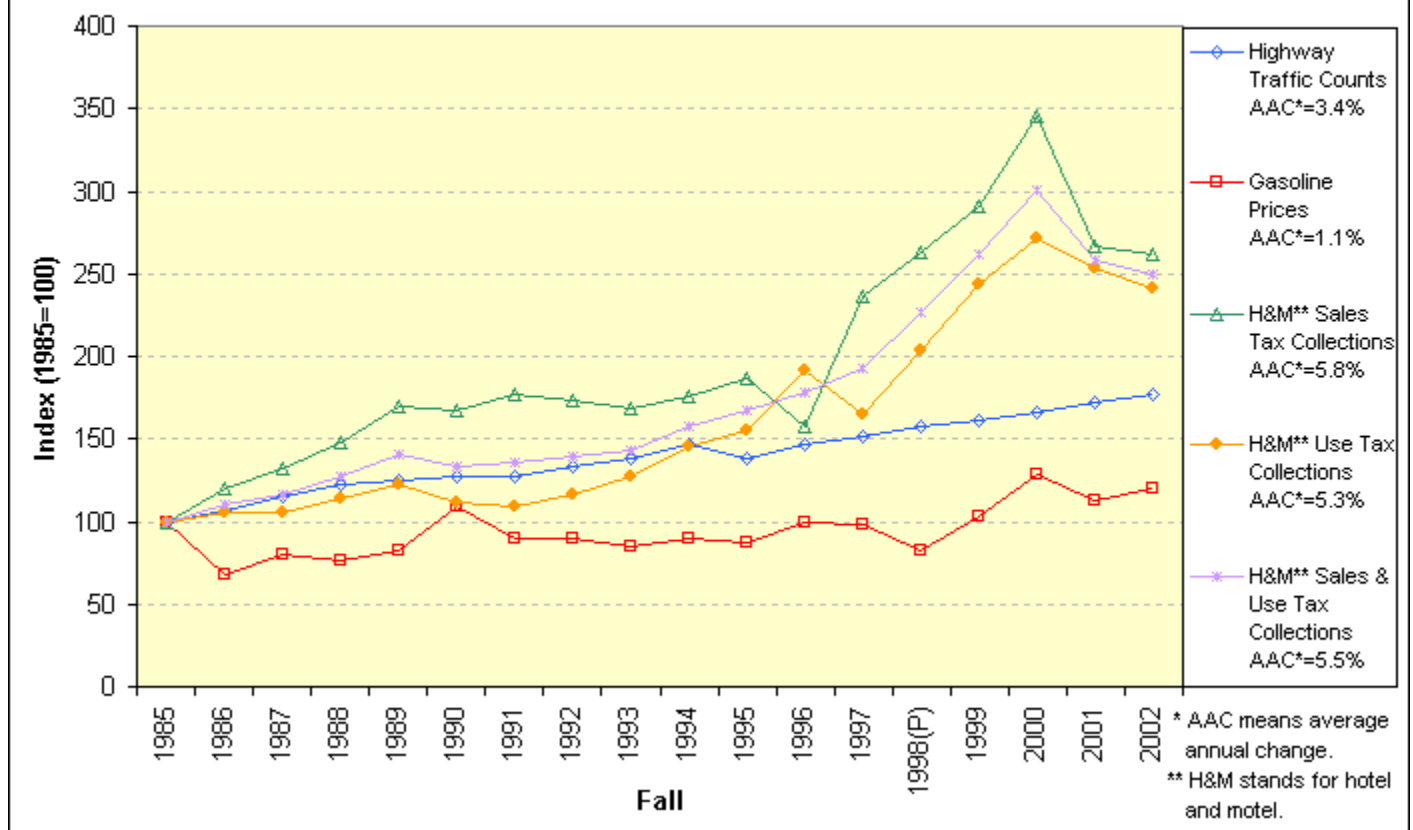
Compared to the same period last year, both the Consumer Confidence Index (CCI) and the Present Situation Index (PSI) decreased, by 8.8% and 33.4%, respectively. However, the Expectations Index (EI) increased by 20.0%. The Michigan Travel Intentions Index™ declined slightly (-0.5%) as compared to the same period last year. The average statewide gasoline prices decreased 9.3%, and the U.S. dollar was 1.6% stronger during this period than it was during the same period in 2001 as compared to the Canadian dollar.

Trends in Selected Travel Industry Indicators:

During 1985 through 2002, statewide traffic volume during the fall season increased at a rate of 3.4% annually, while average regular unleaded gasoline prices increased at an average annual rate of 1.1%.

Over the past 18 fall seasons, Michigan statewide hotel/motel sales tax collections increased at an annual rate of 5.8%, use tax collections increased at a rate of 5.3%, and combined sales and use tax collections increased by 5.5%.

Statewide Trends in Selected Industry Indicators, Fall 1985-2002



Methodology:

The **Michigan Travel Intentions Index™** is derived from the data generated by a monthly phone survey of 400 households, selected at random, from Michigan, Illinois, Indiana, Ohio, Ontario and Wisconsin. The index is a measure of the difference between respondents who expect to take "more" versus "fewer" pleasure trips to Michigan in the next twelve months. Comparisons are made to the last month and the last twelve months. Contact [Charles Shih](#) or [Lori A. Martin](#) with questions regarding the methodology employed in producing this report.

Acknowledgments:

We would like to acknowledge the assistance of Chang Huh and Joe Deming in preparing this report. We would also like to acknowledge the financial support of the [Michigan Agricultural Experiment Station](#) and [Michigan State University Extension](#).

Data Sources:

Michigan Departments of Transportation and Natural Resources (Parks and Recreation Bureau); managers of selected tourist attractions in Michigan; Conference Board; Federal Reserve Bank of New York; Mackinac Bridge Authority; Michigan AAA; Midwestern Regional Climate Center.