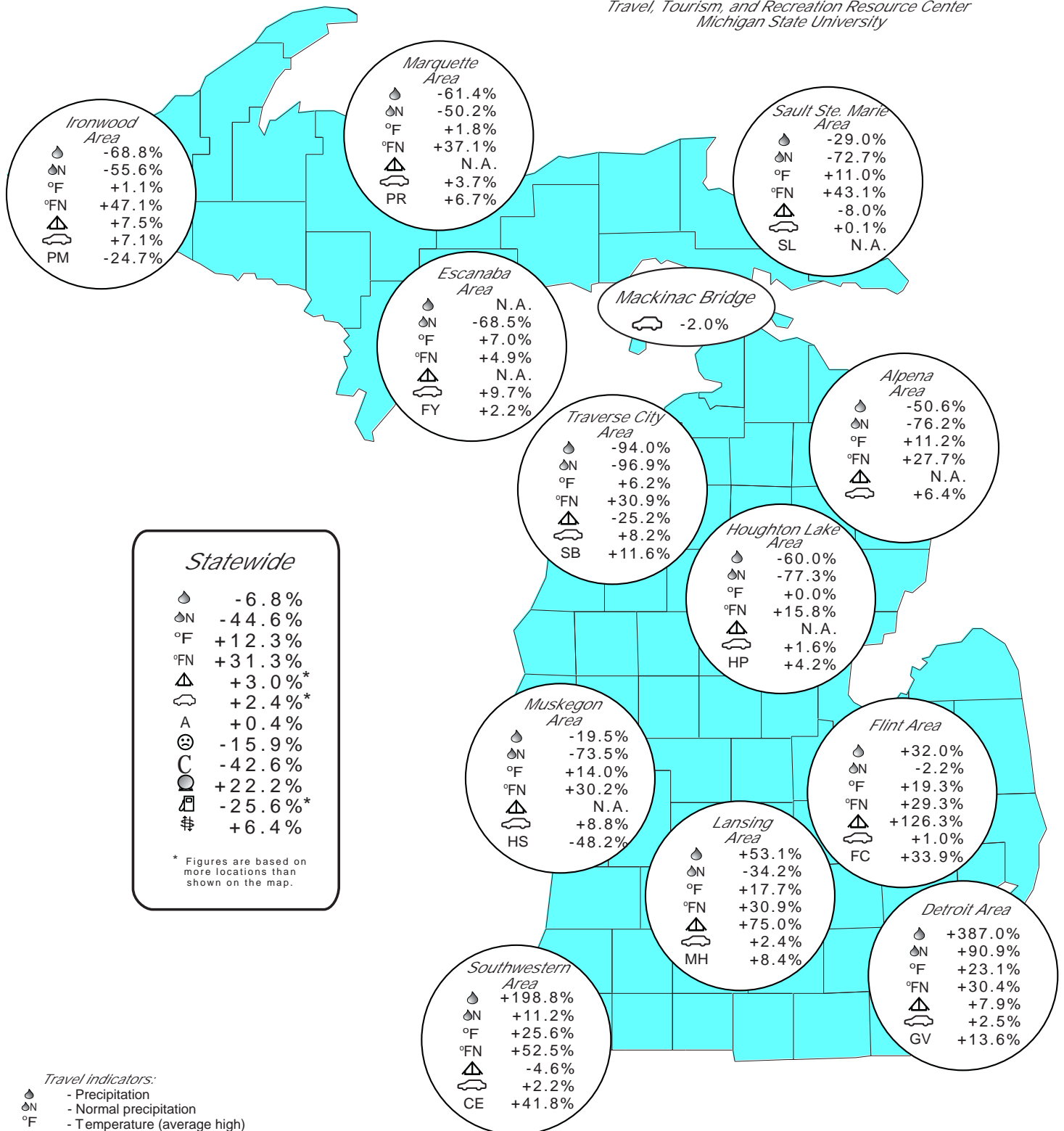


Michigan Travel Indicators January 2002 vs. January 2001

Travel, Tourism, and Recreation Resource Center
Michigan State University



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 | |

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 Climate Center.

Comments

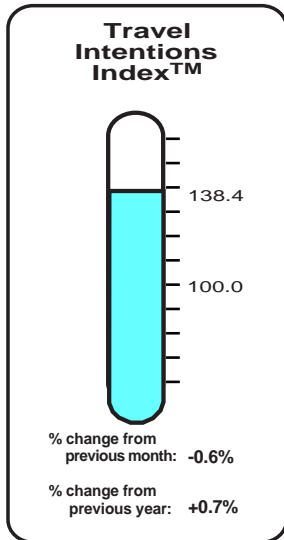
by Charles Shih, Lori A. Martin, and Donald F. Holecek

In January 2002, statewide traffic volume increased 2.4% compared to January 2001. This is lower than the 4% increase we forecasted for the entire year of 2002. All areas we monitor experienced increases in traffic counts with the largest percent increase of 10% registered in the Escanaba area. The number of vehicles crossing the Mackinac Bridge this month decreased by 2% compared to January 2001.

Regarding weather conditions, total precipitation this January was 7% lower than last January and 45% lower than normal. All areas we monitor in the U.P. and northern lower peninsula experienced much drier weather compared to the same month last year. However, regions in the southern lower peninsula received more precipitation during this month. Average high temperature in Michigan was 12% higher than last January and 31% higher than normal.

Total attendance at selected Michigan tourist attractions in January 2002 was about the same as in January 2001. Among the attractions we monitor, significant increases were registered in the Cook Energy Information Center (+42%) and Flint Cultural Center (+33%). However, the P.J. Hoffmaster State Park registered a decrease of 48% in visitation.

Note: A new region, Escanaba, has been added to this report.



In January 2002, the Consumer Confidence Index and Present Situation Index were both significantly lower than they were in January 2001, by 16% and 43%, respectively. However, the Expectations Index this month was 22% higher than the same month last year. This is a good indication that the American population is anticipating improvements in the national economy.

The Michigan Travel Intentions Index™ this month was 138.4, a 1% decrease from December 2001 but an increase of 1% from January 2001. Average gas prices in Michigan dropped 26% from last January. The U.S. dollar was 6% stronger in January 2002 than it was in January 2001 compared to the Canadian dollar, bringing \$1.60 Canadian per U.S. dollar in exchange. This is the weakest the Canadian dollar has ever been, compared to the U.S. dollar, since we've begun tracking it for these reports.

An improved U.S. economy, as many economists are forecasting for late 2002, paired with continued low gasoline prices would likely result in an increased level of pleasure travel in Michigan.

We would like to acknowledge the assistance of Chang Huh in preparing this report.

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Please note: You may contact Lori Martin or Charles Shih with questions regarding the methodology employed in producing this report.

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