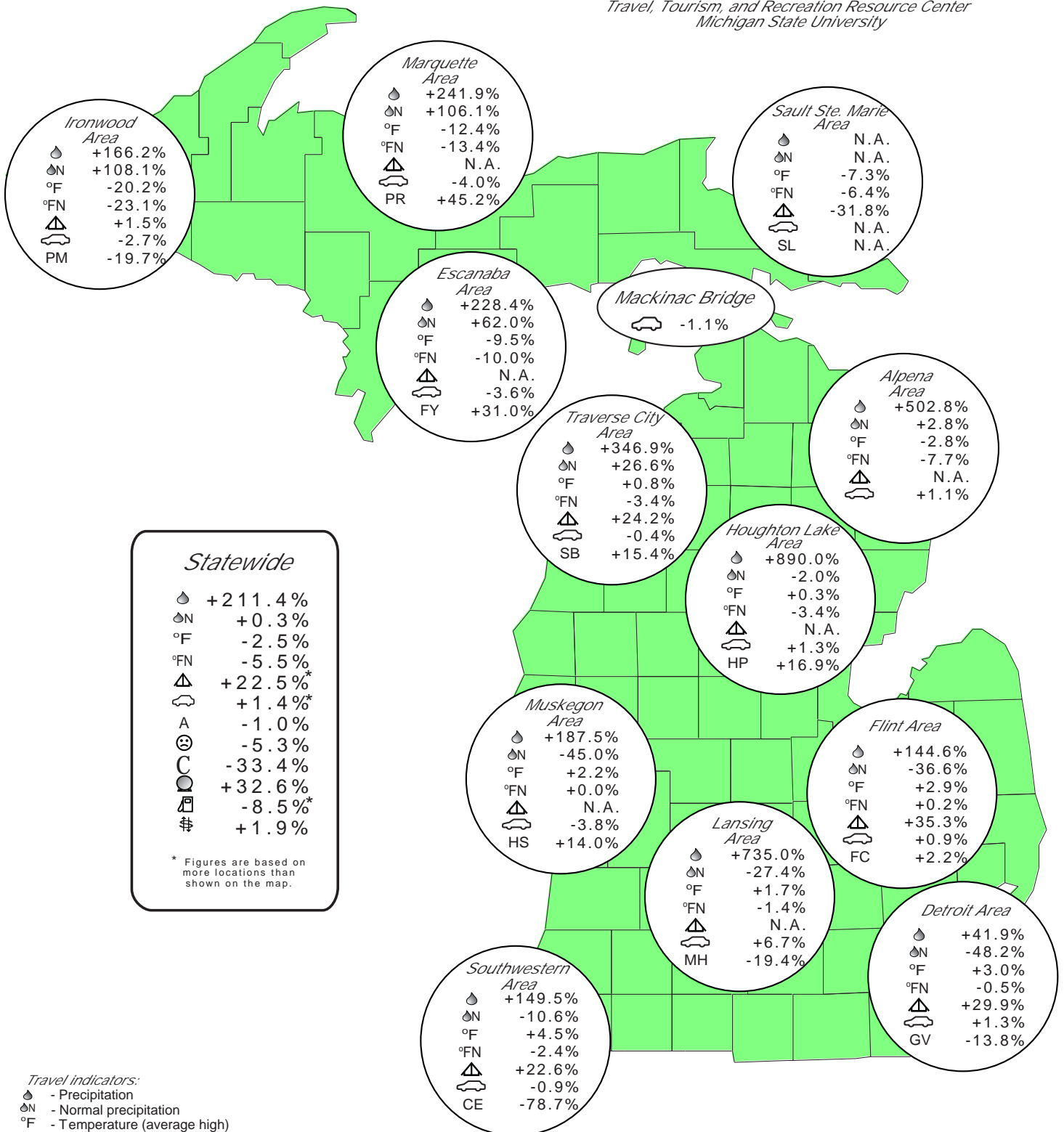


Michigan Travel Indicators March 2002 vs. March 2001

Travel, Tourism, and Recreation Resource Center
Michigan State University



Travel indicators:

- ☔ - Precipitation
- ☔N - Normal precipitation
- °F - Temperature (average high)
- °FN - 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
- FC - Flint Cultural Center
- GV - Greenfield Village & Henry Ford Museum
- HP - Hartwick Pines State Park
- HS - P.J. Hoffmaster State Park
- FY - Fayette State Park
- MH - Michigan Historical Museum
- PM - Porcupine Mountains Wilderness State Park
- PR - Pictured Rocks National Lakeshore
- SB - Sleeping Bear Dunes National Lakeshore
- SL - Soo Locks

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.

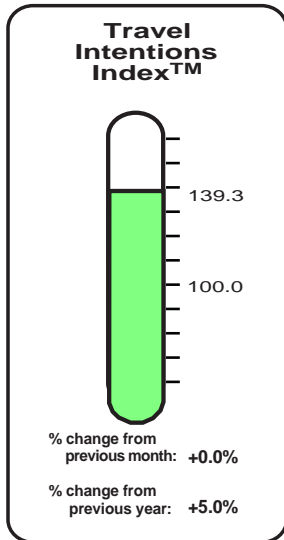
Comments

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

Statewide traffic volume in March 2002 increased 1.4% compared to March 2001. Slight increases in traffic counts were registered in many of the monitored areas in the lower peninsula, while all areas in the UP experienced decreases in traffic volume. The number of vehicles crossing the Mackinac Bridge this month decreased slightly (by 1%) from last March.

In March 2002, total precipitation in Michigan was 211% higher than last March but was about equal to the normal level. Although many areas we monitor received significantly more precipitation when compared to March 2001, these large percentage increases were primarily due to the extremely low amount of precipitation registered last March. This return to normal precipitation levels should serve to remediate the low water levels in many of the state's lakes. Statewide average high temperature was 3% lower than last March and 6% lower than normal.

Total attendance at eleven selected Michigan tourist attractions this month decreased 1% from March 2001. The largest percent increase in visitation was registered at Pictured Rocks National Lakeshore (+45%), and the largest decrease was registered at the Cook Energy Information Center (-79%), which was only open to scheduled tours during this month. In spite of the cooler, rainier weather, state park overnight stays in March 2002 increased almost 23% from the same month last year.



In March 2002, the Consumer Confidence Index and Present Situation Index both decreased by 5% and 33% respectively, compared to March 2001. However, the Expectations Index this month was 33% higher than the same month last year. The Consumer Confidence Index this month stood at 110.7, the first month that it was over the base level, 100, since August 2001.

The Michigan Travel Intentions Index™ this month was 139.3, the same level as in February 2002 but a 5% increase from March 2001. This means that more people said they intend to take a pleasure trip in the next twelve months, than said so last March. Average gas prices in Michigan dropped almost 9% from last March. The U.S. dollar was 2% stronger in March 2002 than it was in March 2001 compared to the Canadian dollar, bringing \$1.59 Canadian per U.S. dollar in exchange.

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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March 2002 Report

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