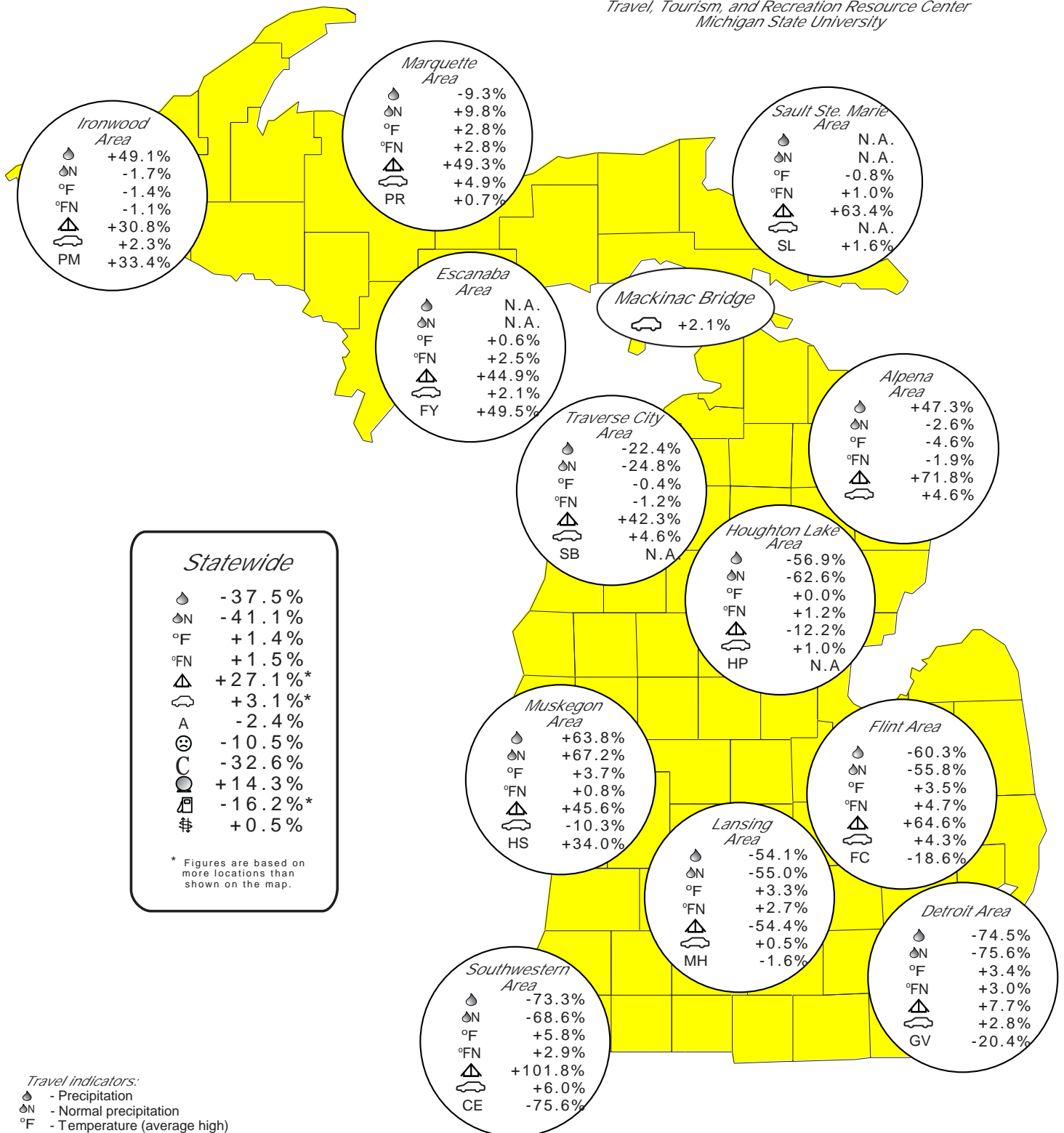


Michigan Travel Indicators June 2002 vs. June 2001

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.

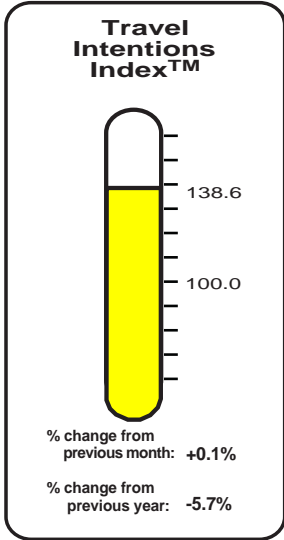
Comments

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

In June 2002, statewide traffic volume increased 3% compared to the same month last year. All areas we monitor experienced increases in traffic counts with the exception of the Muskegon area (-10%). The number of vehicles crossing the Mackinac Bridge this month increased by 2% from June 2001.

The weather in June 2002 was much drier than it was in June 2001. Total statewide precipitation this month was 38% lower than the same month last year and 41% lower than the normal level. Average high temperature was 1% higher than last June and 2% higher than normal.

Total visitation at nine Michigan tourist attractions in June 2002 decreased 2% from June 2001. While all monitored Upper Peninsula attractions registered increases in visitation, all lower Michigan destinations experienced decreases in number of visitors except the P.J. Hoffmaster State Park in the Muskegon area (+34%). Once again, Cook Energy Information Center was only open to scheduled tours. State park overnight stays in June 2002 increased significantly, by 27% from last June; they were up in every region except the Lansing area (-54%) and the Houghton Lake area (-12%). This may have been in part due to the cold, rainy May we experienced this year.



In June 2002, both the Consumer Confidence Index (CCI) and Present Situation Index (PSI) declined, by 11% and 33%, respectively. However, the Expectations Index (EI) was up by 14% compared to last June. The CCI now stands at 97.1, its lowest level since February of this year.

The Michigan Travel Intentions Index™ this month was 138.6, about the same level as it was in May 2002 but 6% lower than in June 2001. Statewide average gas prices in Michigan dropped about 16% from last June. The U.S. dollar was nearly 1% stronger in June 2002 than it was in June 2001 compared to the Canadian dollar, bringing \$1.53 Canadian per U.S. dollar in exchange.

At this mid-point in the year, Michigan's tourism industry appears to be growing at about the 2-3% rate we projected for the full year. Early indicators suggest performance in July and early August was likely somewhat weaker than expected. We see nothing that would lead us to revise our 2-3% forecasted measure for the full year or for the fall travel season. We do note that fall travel tends to be more "discretionary" than summer travel hence can be quite volatile from year to year depending upon weather and economic fluctuations.

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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 June 2002 Report

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