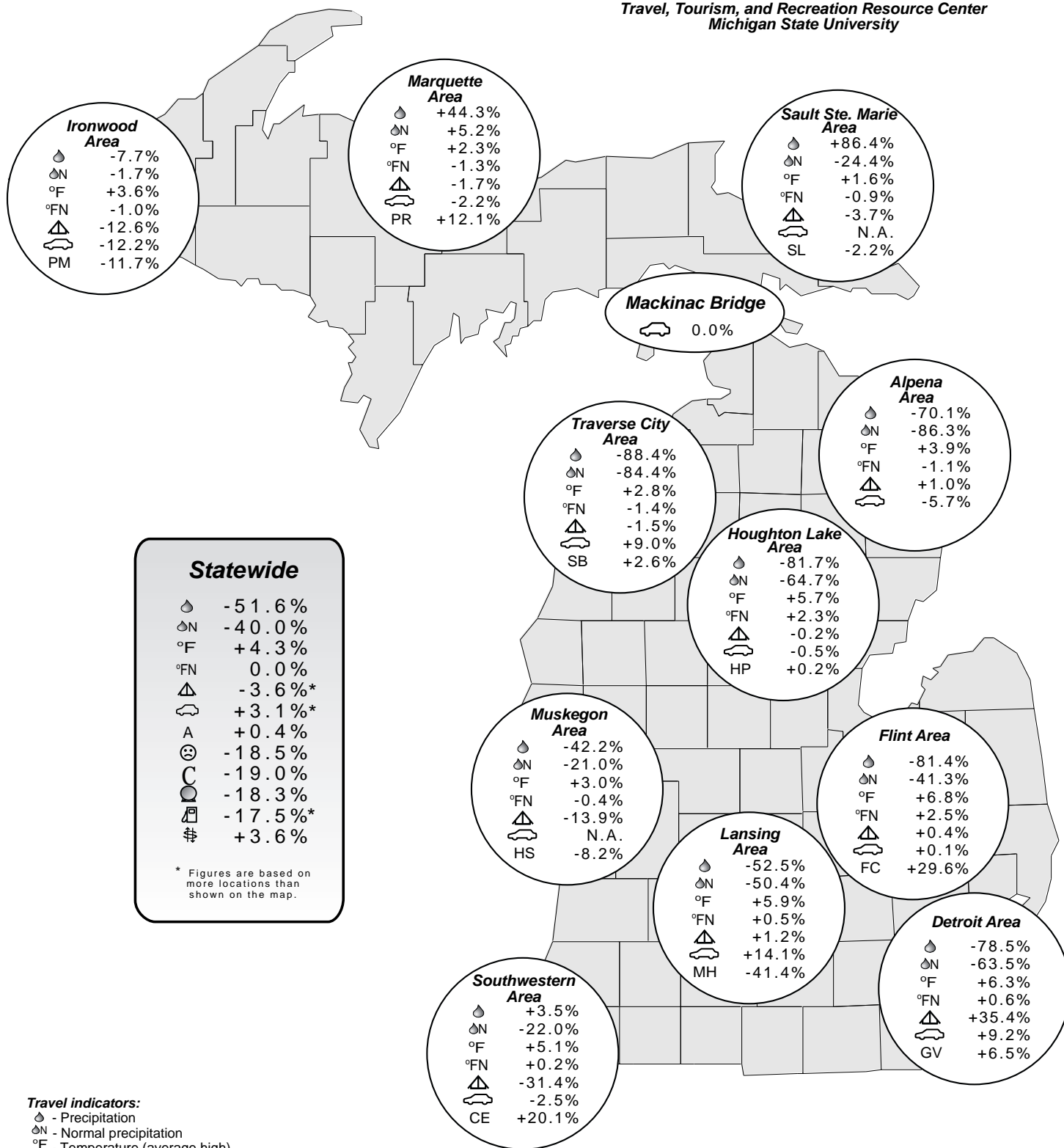


Michigan Travel Indicators* July 2001 vs. July 2000

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
- 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

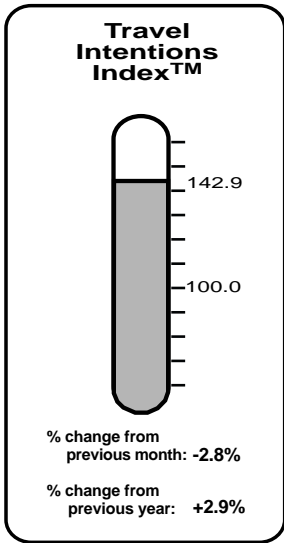
by Charles Shih, Lori A. Martin, and Donald F. Holecek

The statewide traffic volume in July 2001 increased 3% compared to July 2000. Among the areas we monitor, Traverse City, Lansing, and Detroit registered significant increases in traffic counts (9%, 14%, and 9%, respectively). The Mackinac Bridge crossing counts were very nearly the same as those reported in July 2000.

Aggregate precipitation in July 2001 was 52% lower than in July 2000 and 40% lower than normal. Most of the state experienced severe drought conditions this July. The average high temperature was 4% higher this July as compared to last July but was very close to the normal level.

In July 2001, total attendance at selected Michigan attractions remained almost the same as in last July. Visitor counts at the Michigan Historical Museum were down by 41%, mainly due to a significant decrease in school tours. However, the visitor counts at the Flint Cultural Center climbed by 30%, and the counts at the Cook Energy Center also increased by 20%. State parks overnight stays decreased 4% this month, with the only significant increase being registered in the Detroit Area (+35%).

*Revised to include state parks data.



The Consumer Confidence Index in July 2001 decreased by nearly 19% from July 2000. The Present Situation Index and Expectations Index also decreased by 19% and 18%, respectively. Average gas prices were 18% lower this July compared to last July. The Travel Intentions Index™ in July 2001 was 142.9, a drop of 3% from July 2000 but an increase of 3% from June 2001. The U.S. dollar was nearly 4% stronger in July 2001 than it was in July 2000, compared to the Canadian dollar. The U.S. dollar remained strong, bringing \$1.53 Canadian per U.S. dollar in exchange.

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

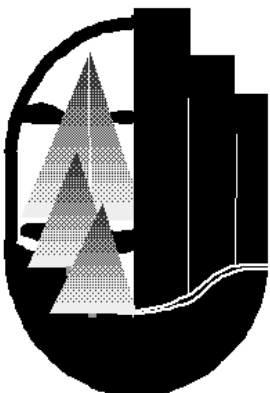
We would also like to acknowledge the financial support of the Michigan Agricultural Experiment Station and Michigan State University Extension.

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

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