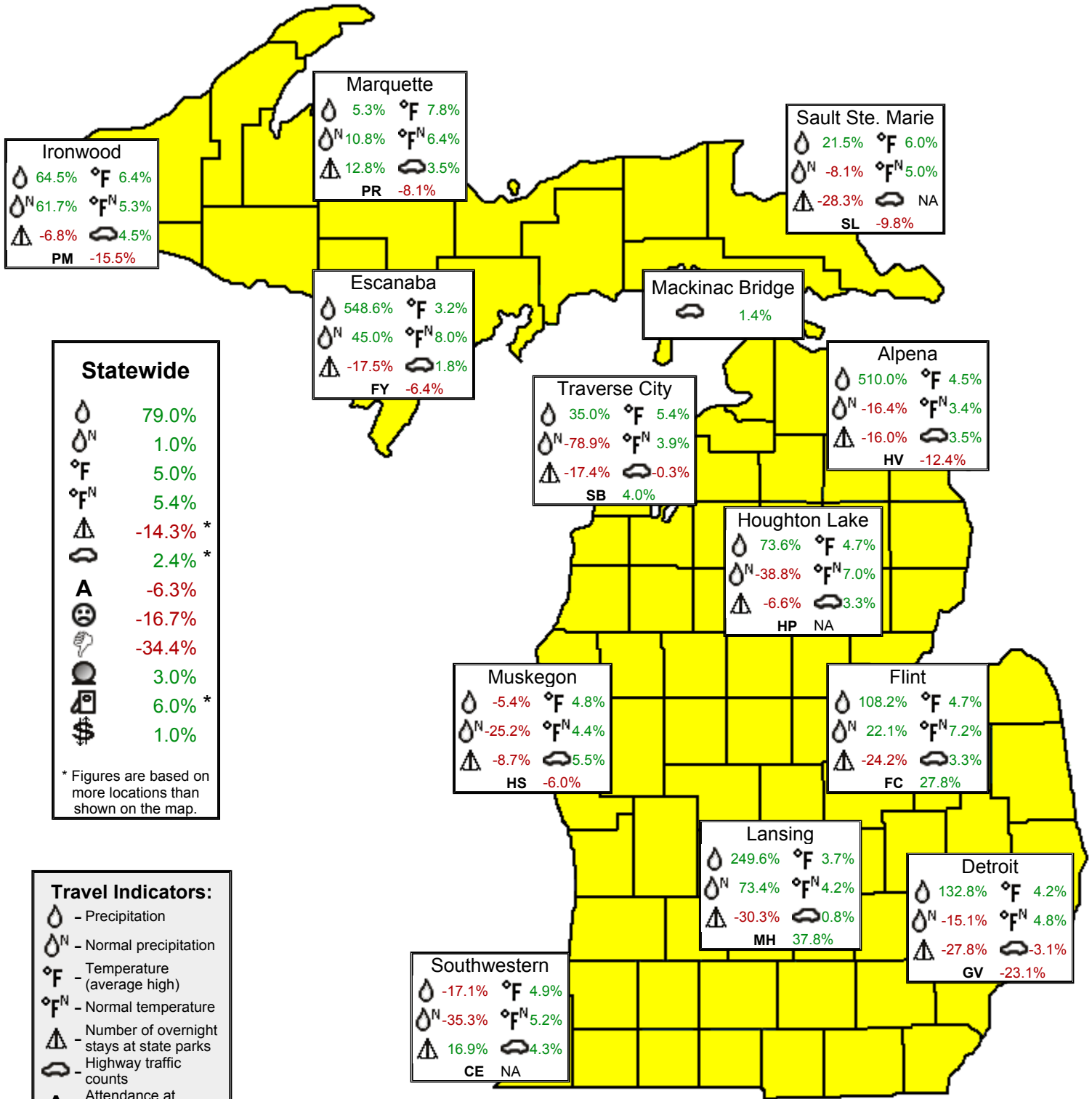




MICHIGAN TRAVEL INDICATORS

July 2002 vs. July 2001 - Report #72



Statewide

Precipitation	79.0%
Normal precipitation	1.0%
Temperature (average high)	5.0%
Normal temperature	5.4%
Number of overnight stays at state parks	-14.3% *
Highway traffic counts	2.4% *
Attendance at attractions	-6.3%
Consumer Confidence	-16.7%
Present Situation	-34.4%
Expectations	3.0%
Gasoline prices	6.0% *
Exchange rate (US\$/CAN\$)	1.0%

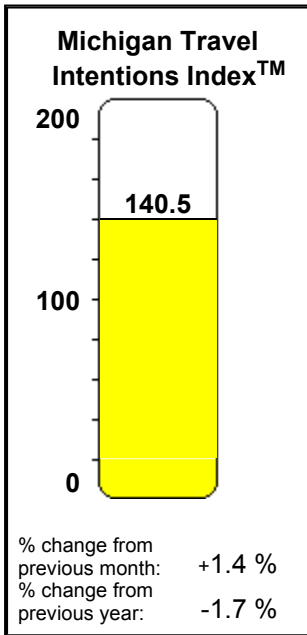
* Figures are based on more locations than shown on the map.

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:

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



TRAFFIC: Statewide traffic volume in July 2002 increased 2.4% compared to July 2001. All areas we monitor registered small to moderate increases in traffic counts with the exceptions of the Detroit (-3.1%) and Traverse City (-0.3%) areas. The number of vehicles crossing the Mackinac Bridge this month increased by 1.4%.

WEATHER: The weather in July 2002 was rainier and warmer than during the same month last year. Total precipitation this July was 61% higher than last July but 4% lower than the normal level. Average high temperatures this July were 5% higher than last July and also 5% higher than normal.

ATTRACTIONS ATTENDANCE: Aggregate attendance at ten attractions decreased 6% compared to July 2001. All attractions experienced decreases in visitation except for the Michigan Historical Museum (+38%), Flint Cultural Center (+28%), and Sleeping Bear Dunes National Lakeshore (+4%).

STATE PARKS CAMPING: Overnight stays at Michigan state parks decreased 14% from last July, possibly due to the rainier weather. Note: Harrisville State Park has been added to this report as the tourist attraction for the Alpena area, in place of the Jesse Besser Museum which ceased reporting their visitor counts some time ago.

ECONOMIC INDICATORS: In July 2002, the Consumer Confidence Index declined 17% from July 2001. The index now stands at 97.1, the first time it has been below 100 since February of this year. The Present Situation Index this month was also significantly down, by 34%, but the Expectations Index was 3% higher, as compared to July of last year. The Michigan Travel Intentions Index™ in July 2002 was 140.5, a 1.4% increase from June 2002 but a 1.7% decrease from July 2001. Statewide average gas prices this month were 6% higher than the same month last year. The U.S. dollar was 1% stronger in July 2002 than it was in July 2001 compared to the Canadian dollar, bringing \$1.55 Canadian per U.S. dollar in exchange.

FORECAST: The Michigan travel activity indicators for July suggest that overall travel activity was slightly softer than the 2 - 3% we projected for the full year. More rain than last year and declining consumer confidence are likely causes for the soft performance. The latter coupled with only a slight increase in our Michigan Travel Intentions Index point to near-term lackluster industry performance.

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:

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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.