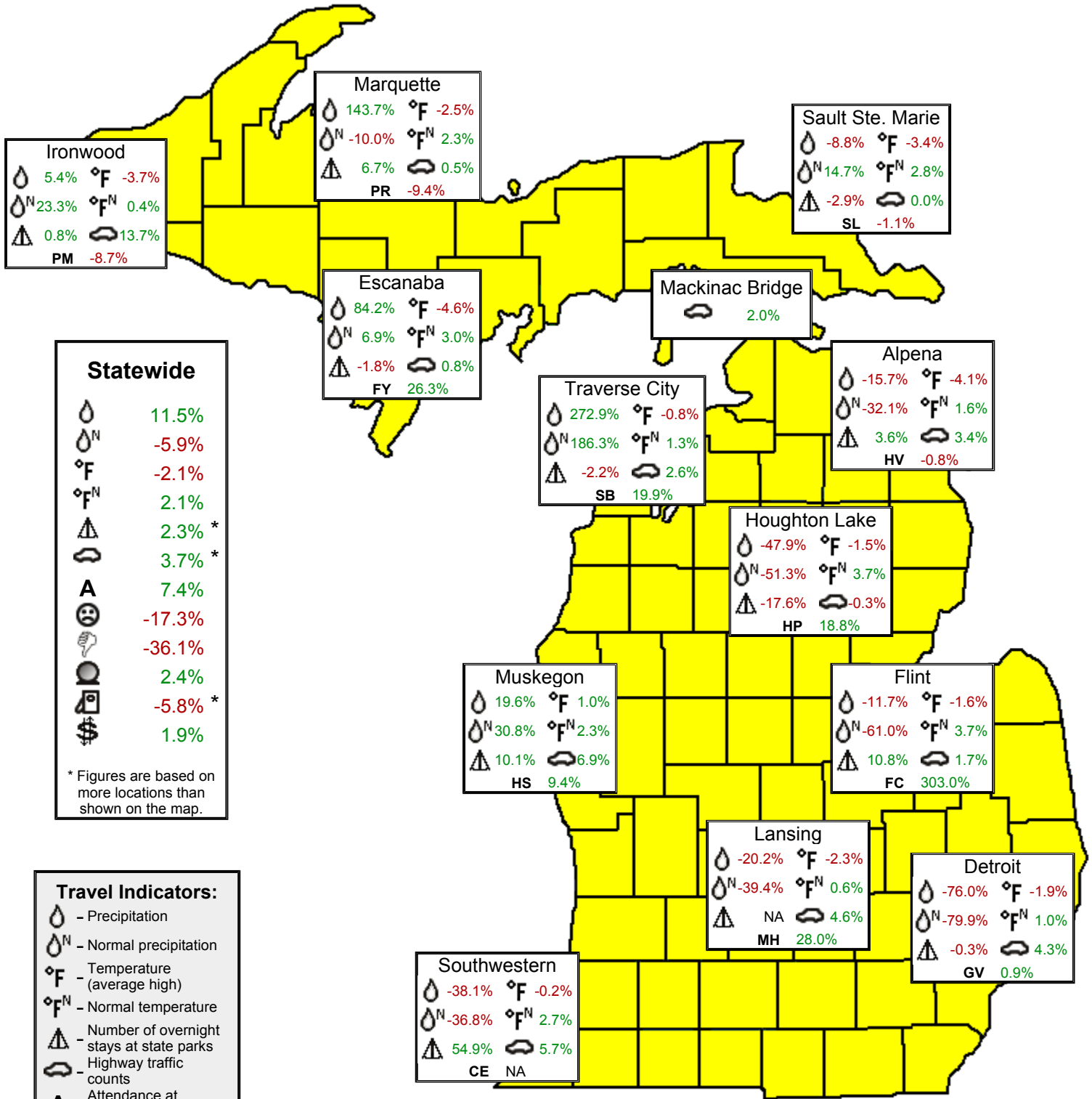




MICHIGAN TRAVEL INDICATORS

August 2002 vs. August 2001 - Report #73

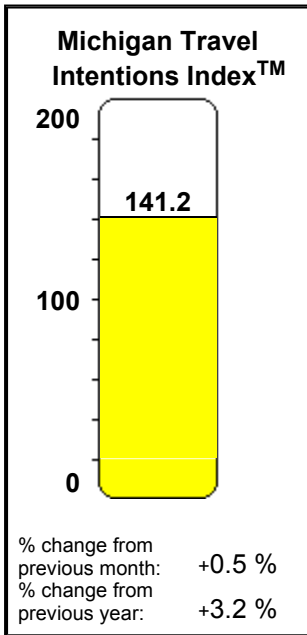


Statewide	
	11.5%
	-5.9%
	-2.1%
	2.1%
	2.3% *
	3.7% *
	7.4%
	-17.3%
	-36.1%
	2.4%
	-5.8% *
	1.9%

* 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: In August 2002, Michigan statewide traffic volume increased 3.7% compared to August 2001. Increases in traffic counts were recorded in all monitored areas with the exception of the Houghton Lake Area (-0.3%) and Sault Ste. Marie (0.0%). The number of vehicles crossing the Mackinac Bridge this August also increased by 2% compared to the same month last year.

WEATHER: In terms of weather conditions, aggregate precipitation in August 2002 was 12% higher than in August 2001 but was 6% lower than the normal level. Average high temperatures this August were 2% lower than last August but 2% higher than normal.

ATTRACTIONS ATTENDANCE: Aggregate attendance at eleven attractions increased 7% from August of last year. The 303% increase registered at Flint Cultural Center was due to visitation by a teacher in-service group in August 2002.

STATE PARKS CAMPING: State park overnight stays this month increased by 2% compared to August 2001.

ECONOMIC INDICATORS: The Consumer Confidence Index and Present Situation Index both declined this month, by 17% and 36%, respectively. However, the Expectations Index was up 2% compared to August 2001. The Travel Intentions Index™ in August 2002 stood at 141.2, a 0.5% increase from July 2002 and a 3.2% increase from August 2001. Statewide average gas prices this month were 6% lower than last August. The U.S. dollar this August was 2% stronger than it was last August compared to the Canadian dollar, bringing \$1.57 per U.S. dollar in exchange.

FORECAST: The performance of the set of Michigan travel activity indicators is in line with our forecast for the year of a 2 - 3% increase in travel volume. Looking ahead, the Michigan Travel Intentions Index suggests that moderate growth will continue for the next few months. The dramatic recent decline in consumer confidence, however, would suggest that our forecast is more likely to prove to be too optimistic rather than pessimistic over the next few months.

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.