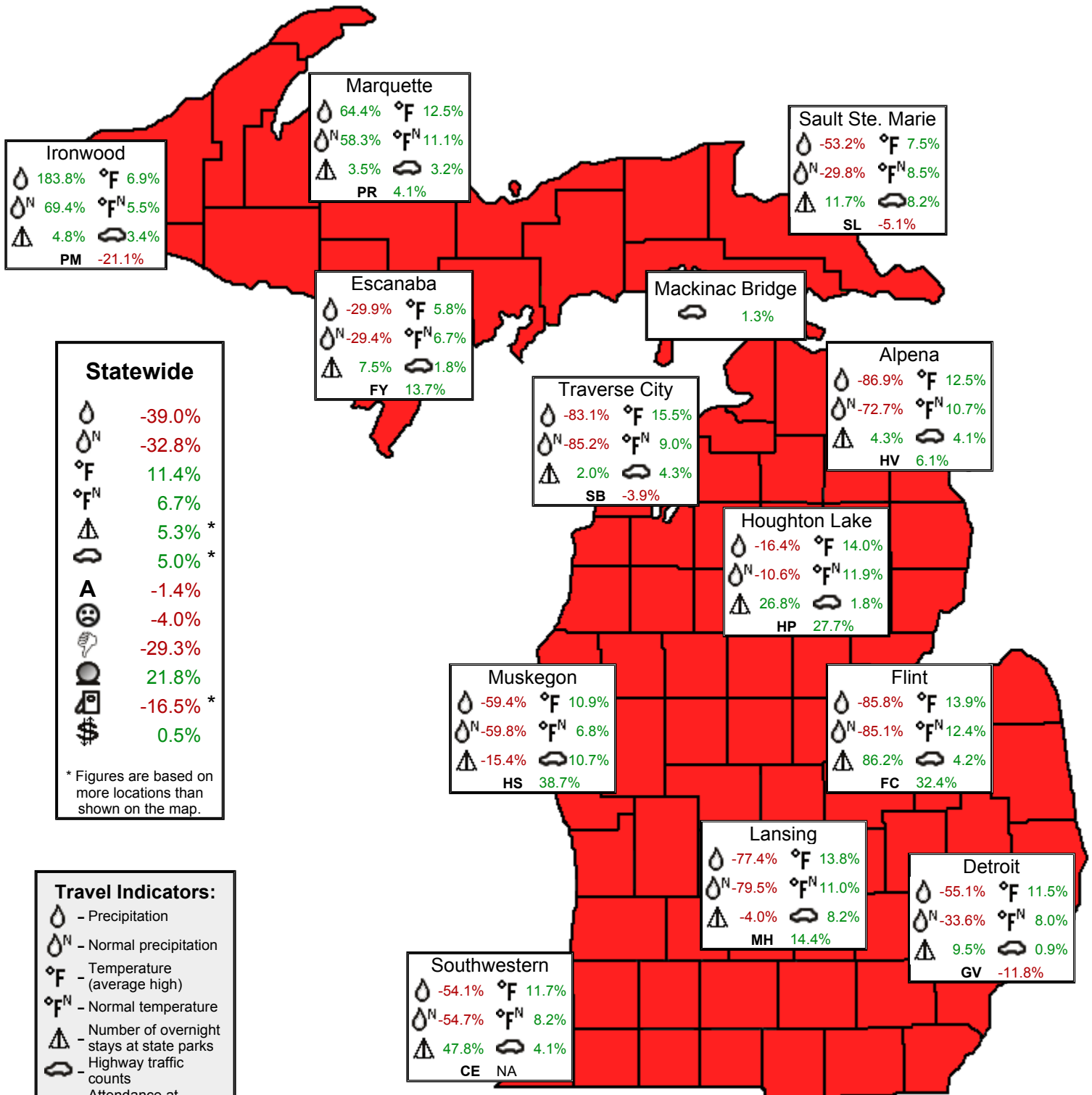




MICHIGAN TRAVEL INDICATORS

September 2002 vs. September 2001 - Report #74



Statewide

Precipitation	-39.0%
Normal precipitation	-32.8%
Temperature (average high)	11.4%
Normal temperature	6.7%
Number of overnight stays at state parks	5.3% *
Highway traffic counts	5.0% *
Attendance at attractions	-1.4%
Consumer Confidence	-4.0%
Present Situation	-29.3%
Expectations	21.8%
Gasoline prices	-16.5% *
Exchange rate (US\$/CAN\$)	0.5%

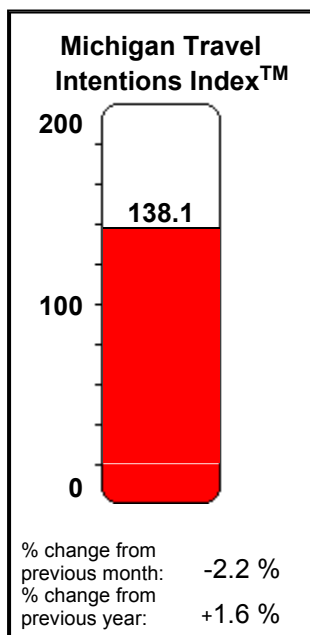
* Figures are based on more locations than shown on the map.

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: Michigan statewide traffic volume in September 2002 increased 5% from September 2001. This is slightly higher than the 4% increase predicted for the year. All areas we monitor experienced increases in travel volume with the largest increase registered in the Muskegon area (+11%). The number of vehicles crossing the Mackinac Bridge this month increased 1% from the same month last year.

WEATHER: The weather in September 2002 was drier and warmer than in September 2001. Statewide precipitation this month was 40% lower than the same month last year, and 33% lower than normal. Average high temperatures in September 2002 were 11% higher than in September 2001 and 7% higher than normal.

ATTRACTIONS ATTENDANCE: Aggregate attendance at eleven tourist attractions in Michigan decreased 1% this September from last September. The largest increase was registered in P.J. Hoffmaster State Park (39%), while the largest decrease was recorded in Porcupine Mountains Wilderness State Park (-21%).

STATE PARKS CAMPING: The number of state park overnight stays in September 2002 increased 5% from September 2001. All monitored areas experienced increases in campground stays with the exceptions of the Muskegon (-15%) and Lansing (-4%) areas.

ECONOMIC INDICATORS: The Consumer Confidence Index and the Present Situation Index both declined this month, by 4% and 29%, respectively, from September of last year. However, the Expectations Index increased 22% from last September. The Michigan Travel Intentions Index™ this month was 138.1, a decrease of 2% from August 2002 but an increase of 2% from September 2001. Statewide average gas prices this September were 17% lower than last September. The U.S. dollar was nearly 1% stronger in September 2002 than it was in September 2001 compared to the Canadian dollar, bringing \$1.58 Canadian per U.S. dollar in exchange.

FORECAST: Under normal conditions one would be pleased with the 5% increase in traffic registered between this September and last September, but there are many reasons to be disappointed with this seemingly solid increase. Last September was weak due to the terrorist attacks on 9/11. Weather conditions this year were nearly ideal for travel, and gasoline prices were nearly 20% below their levels in September 2001. We would have expected a much stronger performance for the industry than was realized. Weak economic conditions appear to have dampened demand for tourism despite an otherwise very favorable set of travel indicators. Until sure signs of economic recovery become evident; we believe that year-to-year change in tourism activity will remain in the plus 2-3% range and travelers are likely to spend 4-5% less than in the prior year. And, while the economy is showing signs of recovery, these are being largely ignored because of uncertainties surrounding a probable war in Iraq.

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.