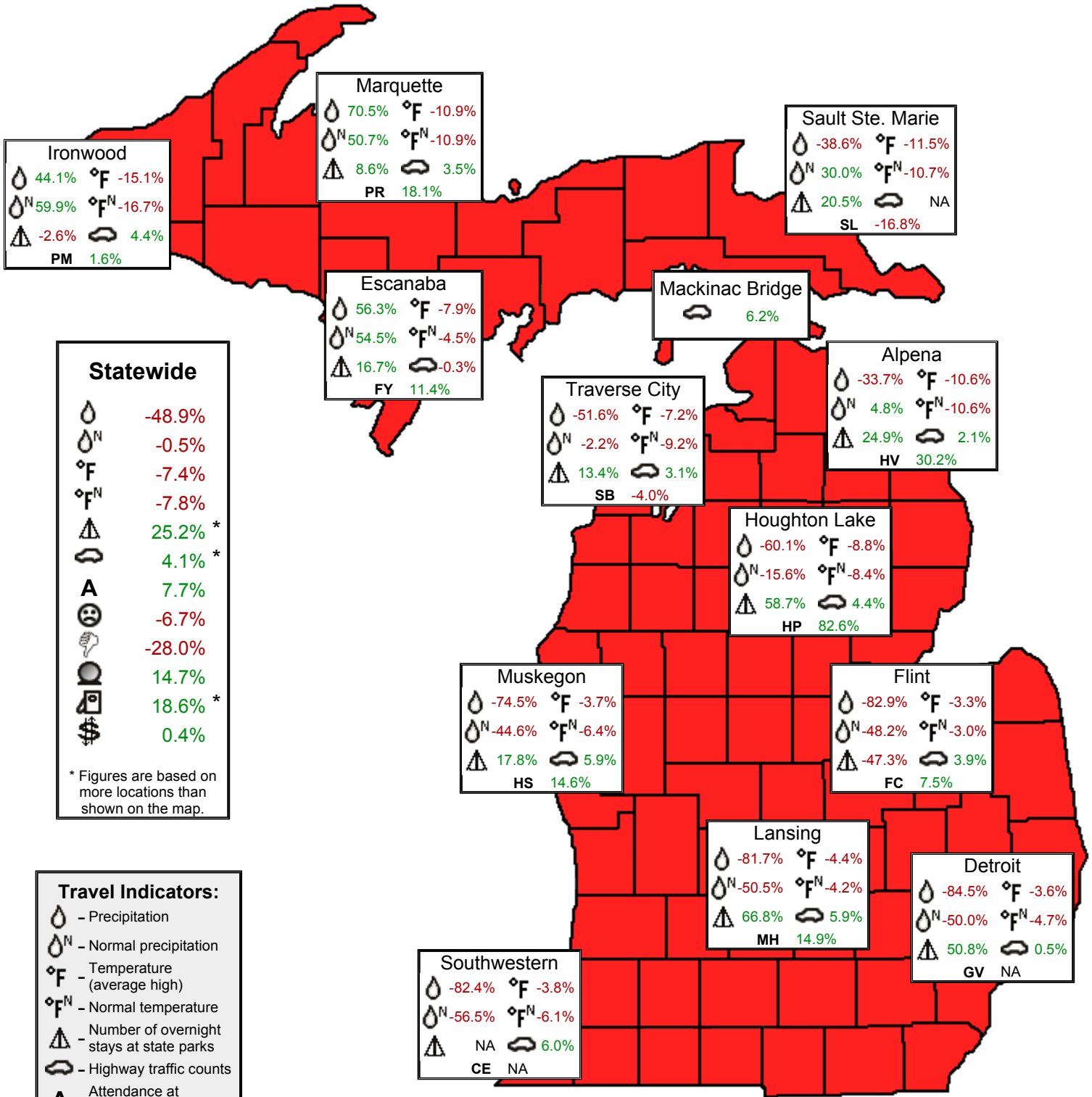




MICHIGAN TRAVEL INDICATORS

October 2002 vs. October 2001 - Report #75



Statewide

Precipitation	-48.9%
Normal precipitation	-0.5%
Temperature (average high)	-7.4%
Normal temperature	-7.8%
Parks	25.2% *
Highway traffic counts	4.1% *
Attractions	7.7%
Consumer Confidence	-6.7%
Present Situation	-28.0%
Expectations	14.7%
Gasoline prices	18.6% *
Exchange rate (US\$/CAN\$)	0.4%

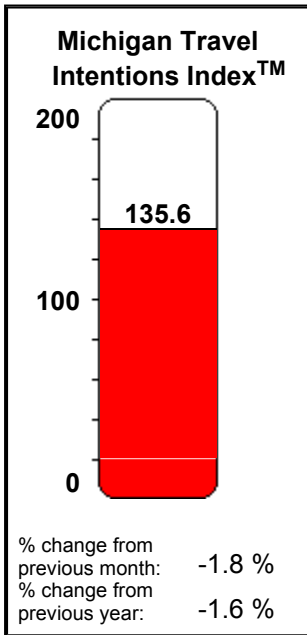
* Figures are based on more locations than shown on the map.

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 highway traffic volume in October 2002 increased 4% from the same month last year, which falls within the 3-4% range predicted by the MSU Tourism Resource Center for the entire year. Increases in traffic counts were registered in all areas we monitor with the exception of the Escanaba area (-0.3%). The number of vehicles crossing the Mackinac Bridge this October increased 6% compared to last October.

WEATHER: The weather in October 2002 was drier and cooler than it was in October 2001. Overall precipitation was down 56% from last October and down 14% from the normal level. However, the upper peninsula received above normal amounts of precipitation, while the lower peninsula was quite dry. Average high temperatures this October were down 7% from last October and down 8% from normal.

ATTRACTIONS ATTENDANCE: Aggregate attendance at ten attractions we monitor increased almost 8% from last October. All attractions, except for the Soo Locks (-17%) and Sleeping Bear Dunes National Lakeshore (-4%), experienced increases in visitation.

STATE PARKS CAMPING: The number of overnight camps in selected Michigan state parks during October 2002 increased 25% compared to October 2001. All areas experienced increases in overnight stays, except for the Ironwood (-3%) and Flint (-47%) areas.

ECONOMIC INDICATORS: The Conference Board's Consumer Confidence Index and Present Situation Index both declined this October, by 7% and 28%, respectively from last October. However, the Expectations Index climbed 15% as compared to last October. The Michigan Travel Intentions Index™ stood at 135.6 in October 2002, a 1.8% decrease from September 2002 and a 1.6% decrease from October 2001. Statewide average gas prices were 19% higher than the during same month last year, according to AAA Michigan. The U.S. dollar this October had about the same value as it did last October compared to the Canadian dollar, bringing \$1.58 Canadian per U.S. dollar in exchange.

FORECAST: Year to year traffic volume increased 4% in October following a 5% increase in September which is slightly better than the 3-4% increase that we forecasted for the full year. This two month performance over forecast is encouraging but less so considering that traffic in the prior year period was depressed by the terrorism attacks on 9/11. Both consumer confidence and the travel intentions indices suggest that travel activity in the next several months is likely to remain weak.

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.