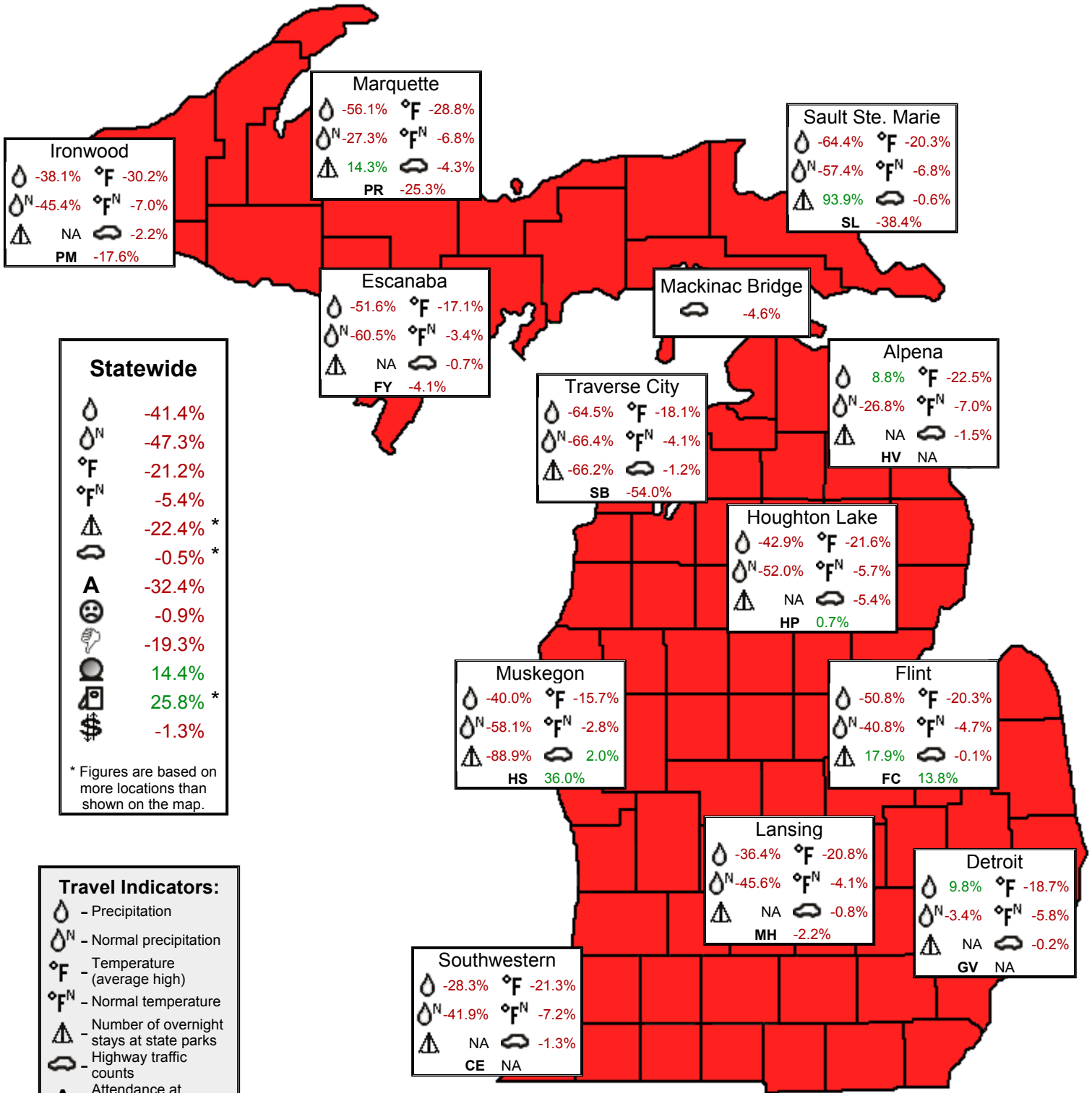




MICHIGAN TRAVEL INDICATORS

November 2002 vs. November 2001 - Report #76



Statewide

☔	-41.4%
☔ ^N	-47.3%
°F	-21.2%
°F ^N	-5.4%
⚠	-22.4% *
🛣	-0.5% *
A	-32.4%
☹	-0.9%
👉	-19.3%
📊	14.4%
📈	25.8% *
💰	-1.3%

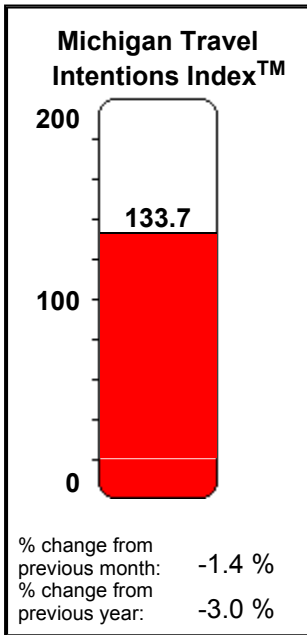
* Figures are based on more locations than shown on the map.

Travel Indicators:

- ☔ - Precipitation
- ☔^N - Normal precipitation
- °F - Temperature (average high)
- °F^N - 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	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 November 2002, statewide highway traffic volume declined nearly 1% as compared to November 2001. All areas we monitor experienced decreases in traffic counts with the exception of the Muskegon area (+2%). The number of vehicles crossing the Mackinac Bridge this month also decreased, by nearly 5%.

WEATHER: Regarding weather conditions, November 2002 was much drier and colder than November 2001. Overall precipitation decreased 39% from last November and 43% from the normal level. Average high temperatures decreased 21% from last November and 5% from normal.

ATTRACTIONS ATTENDANCE: Aggregate attendance at nine tourist destinations we monitor decreased by 32% this month. While most of the selected destinations experienced decreases in visitation, increases were recorded at the Flint Cultural Center (+14%), P. J. Hoffmaster State Park (+36%), and Hartwick Pines State Park (+1%). The visitor count for the Henry Ford Museum and Greenfield Village was not included due to the closure of the Greenfield Village for major renovations. Cook Energy Information Center remained closed to visitors following 9/11 for security reasons.

STATE PARKS CAMPING: State park overnight stays in November 2002 decreased by 22% as compared to the same month last year, possibly due to the colder conditions.

ECONOMIC INDICATORS: In October 2002, the Consumer Confidence Index declined 1%, and the Present Situation Index declined 19% from October 2001. However, the Expectations Index increased 14% during the same period. The Michigan Travel Intentions Index™ this month decreased 1.4% from prior month and 3% from the same month last year. This is the third consecutive month that the MTI Index has experienced a decline. Michigan average gas prices increased 26% this month, continuing a trend towards higher prices that began in October. The U.S. dollar in November 2002 was slightly weaker than it was in November 2001 as compared to the Canadian dollar; however, the U.S. dollar remained strong, bringing \$1.57 Canadian per U.S. dollar in exchange.

FORECAST: The 1% decline in traffic this November was unusual given generally favorable travel conditions but not surprising given continuing declines in the consumer confidence and the travel intentions indices. The continuing slump in business related travel weighed heavier on overall industry performance as leisure travel entered a seasonal decline. A slow economic recovery coupled with continuing slides in consumer confidence suggest that Michigan's tourism industry will not return to robust growth any time soon.

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.