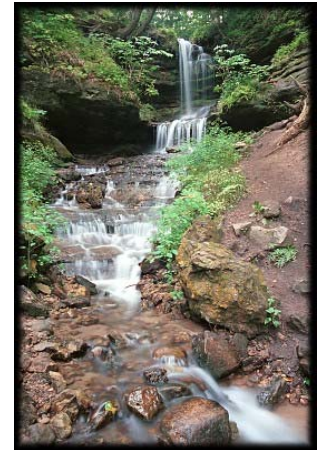


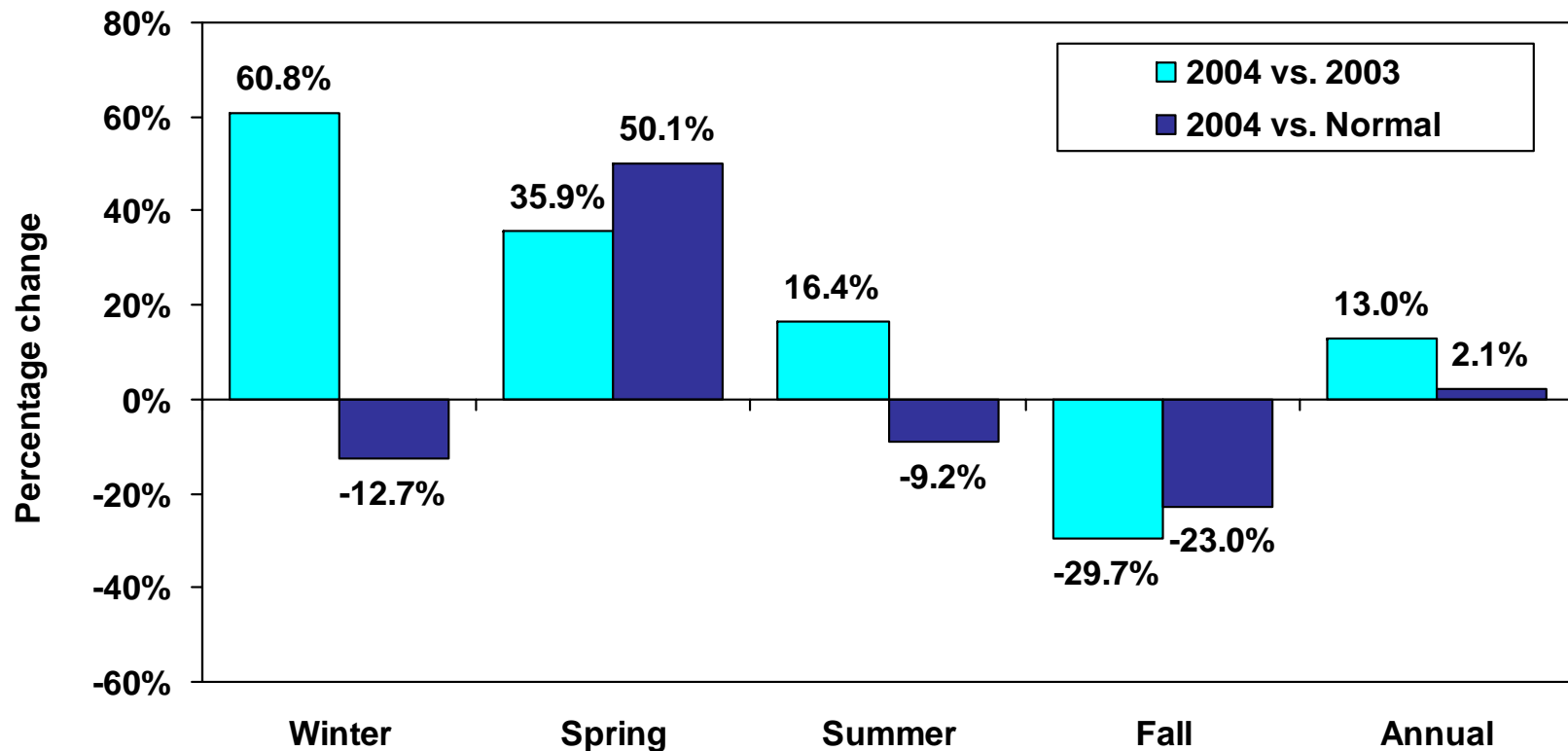
Michigan Tourism: A Look Back at the Year 2004



Michigan
Tourism Outlook and
Legislative Conference
Lansing, Michigan
May 3, 2005

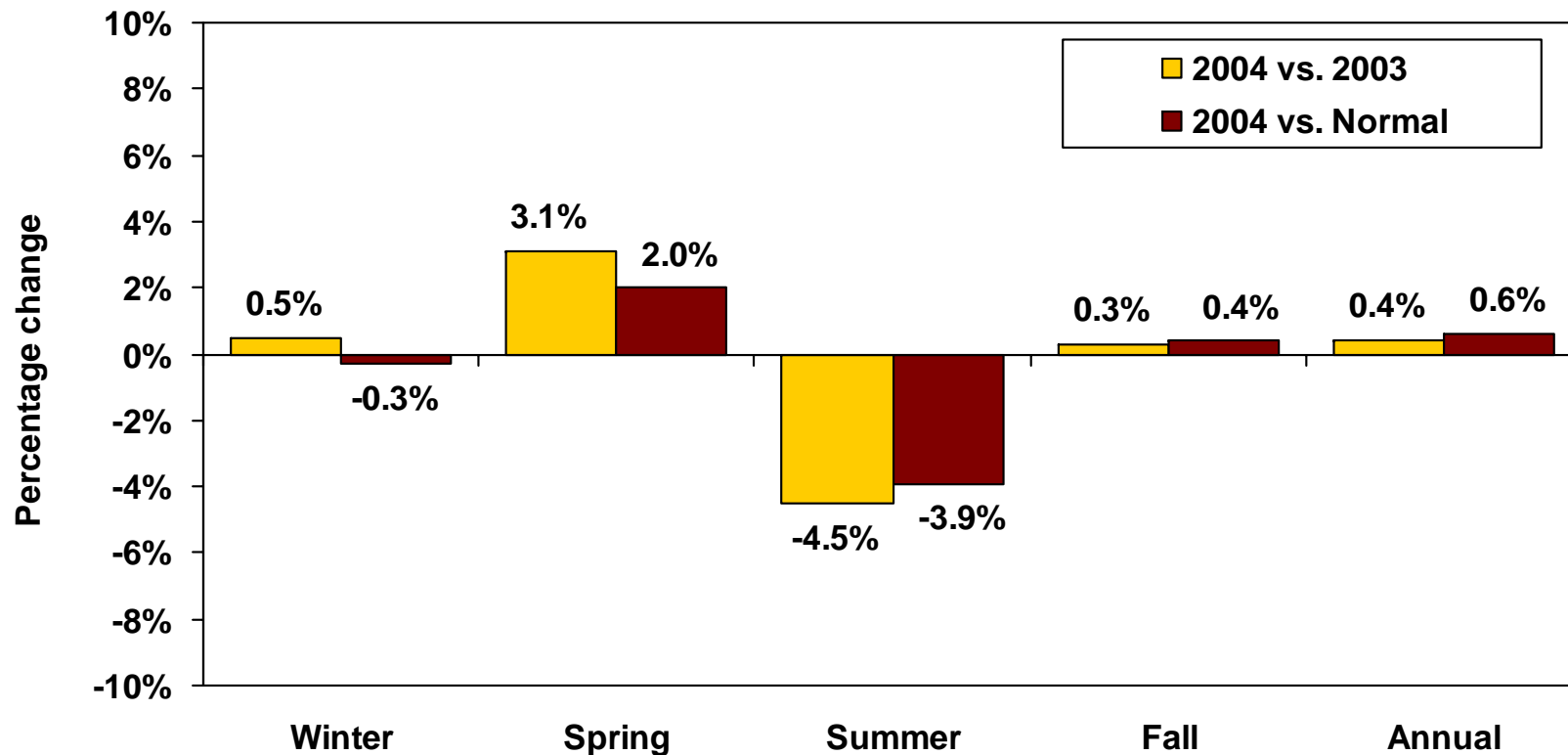
Presented by:
Lori A. Martin and
Charles Shih
CARRS Tourism Resource Center
Michigan State University

Michigan Travel Industry Indicators: Overall Precipitation



Source: Data for 12 weather stations obtained from the Midwestern Climate Center

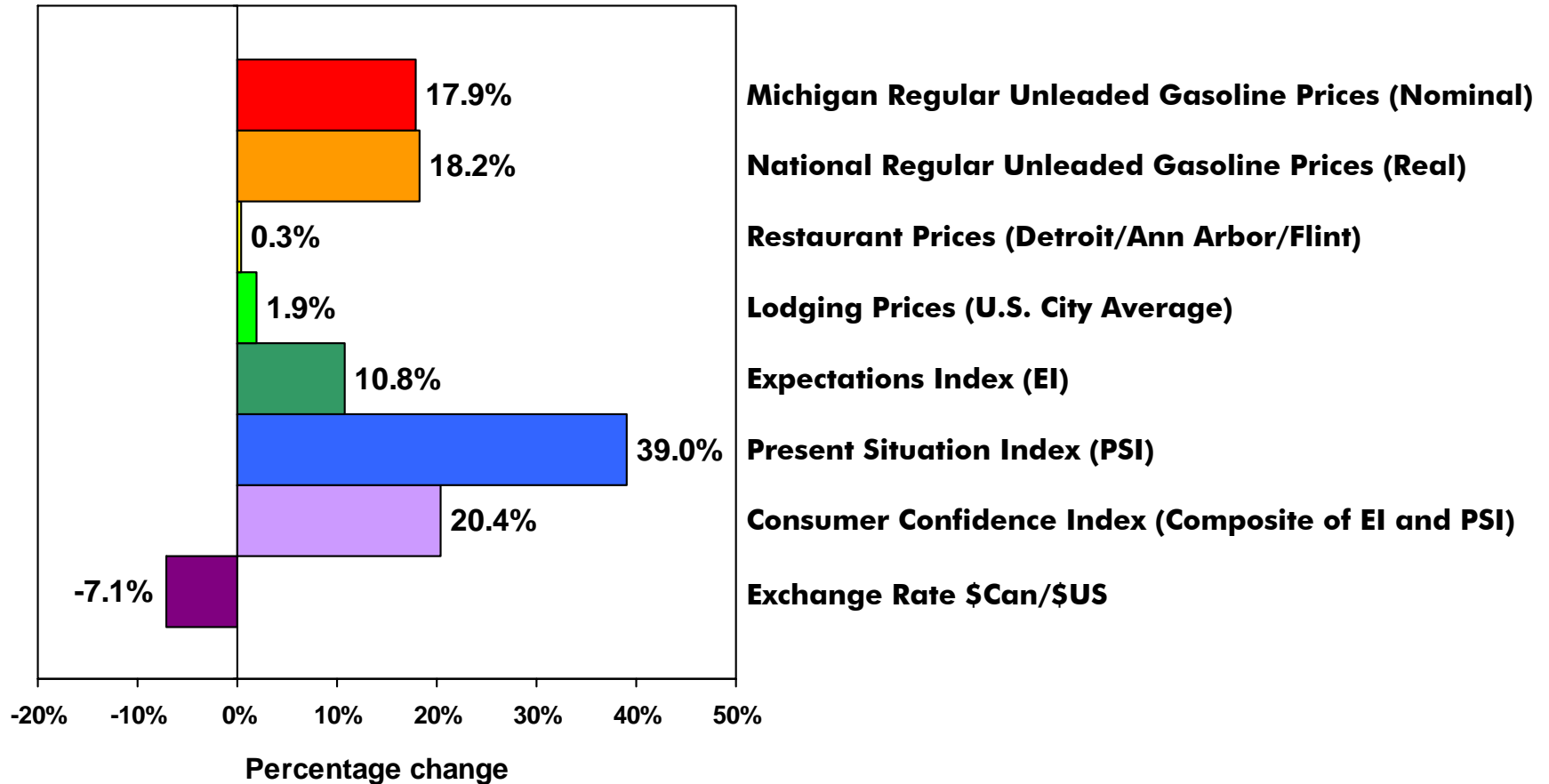
Michigan Travel Industry Indicators: Average Maximum Temperatures



Source: Data for 12 weather stations obtained from the Midwestern Climate Center

Michigan Travel Industry Indicators, 2004 vs 2003

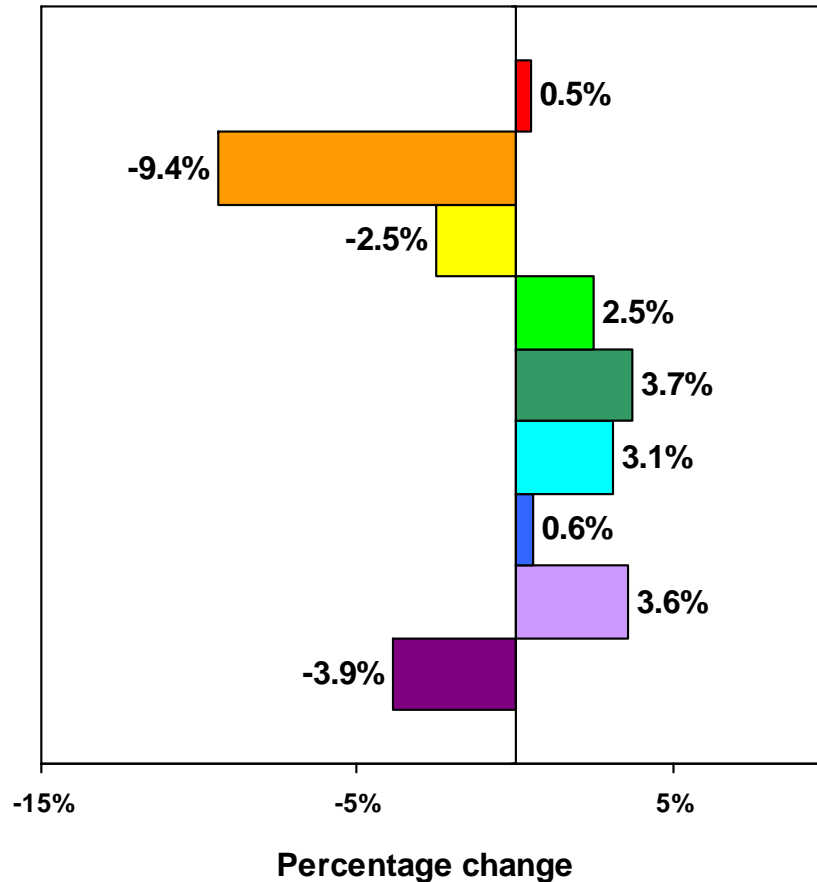
Economic Indicators



Source: University of Michigan, Department of Economics; Bureau of Economic Analysis; AAA Michigan; The Conference Board; Federal Reserve Board

Michigan Travel Industry Indicators, 2004 vs 2003

Travel Activity Indicators



Highway Traffic Counts (All Available Rural Stations)

State Park Overnight Stays (All Parks)

CVB Room Assessments, U.P. (8 CVBs)

CVB Room Assessments, N.L.P. (11 CVBs)

CVB Room Assessments, S.L.P. (13 CVBs)

CVB Room Assessments, Statewide (32 CVBs)

SIC 701 Sales + Use Taxes

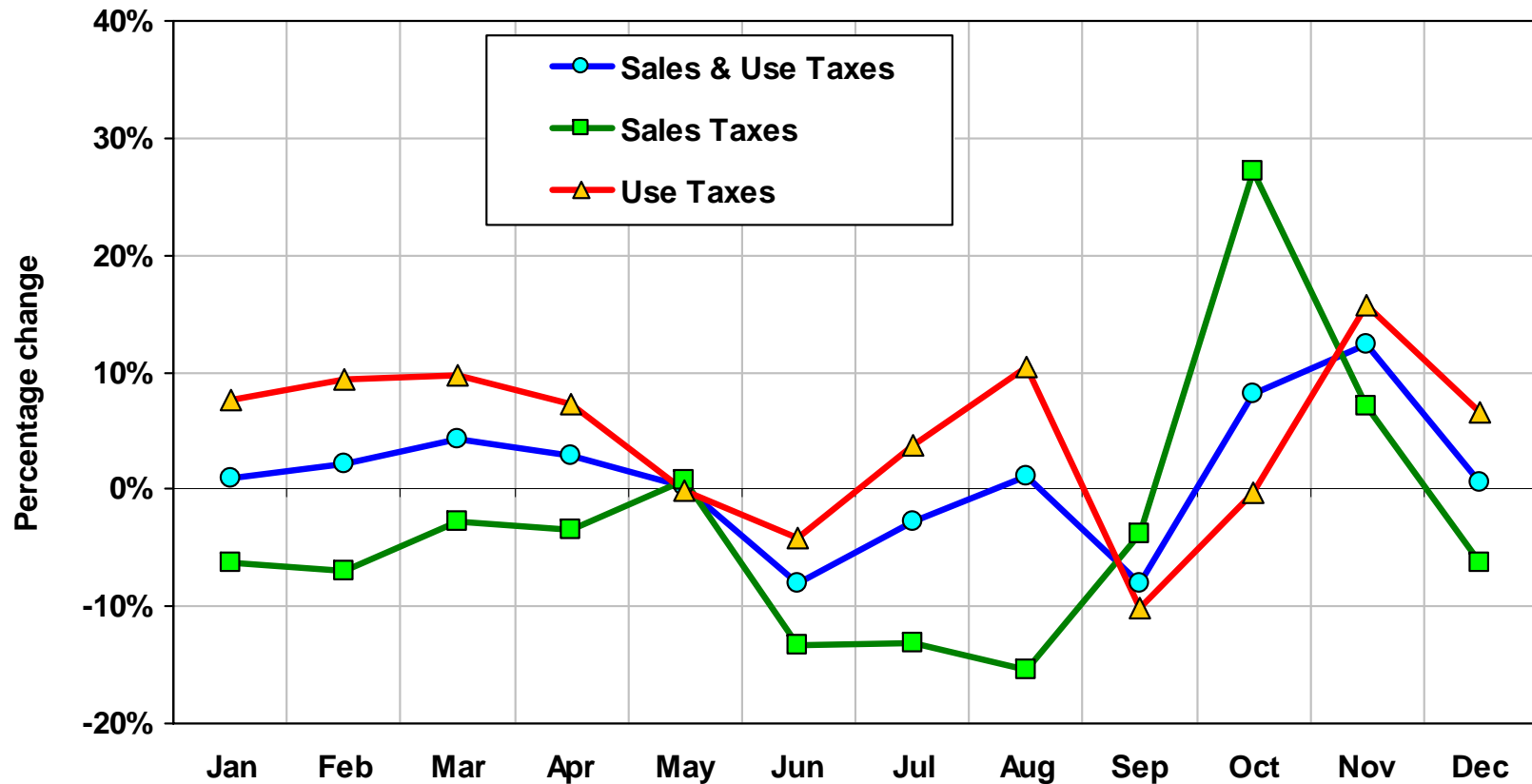
SIC 701 Use Taxes

SIC 701 Sales Taxes

Source: Michigan Dept. of Transportation; Michigan Dept. of Natural Resources; Park and Recreation;
CARRS Tourism Resource Center, MSU; Michigan Dept of Treasury, Office of Revenue & Tax Analysis

Michigan Travel Industry Indicators, 2004 vs 2003

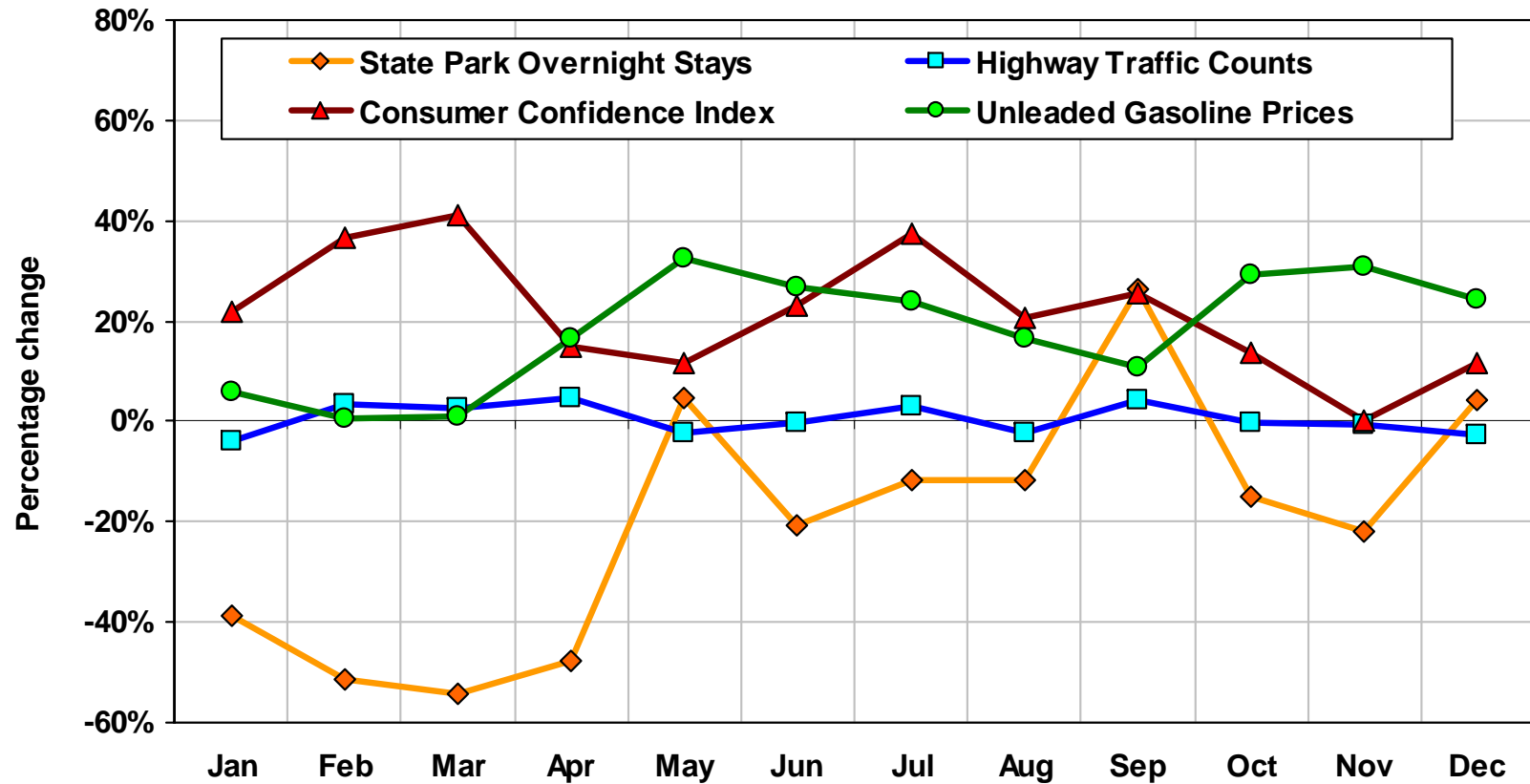
Monthly Percent Change in Hospitality Taxes



Source: Michigan Department of Treasury, Office of Revenue and Tax Analysis

Michigan Travel Industry Indicators, 2004 vs 2003

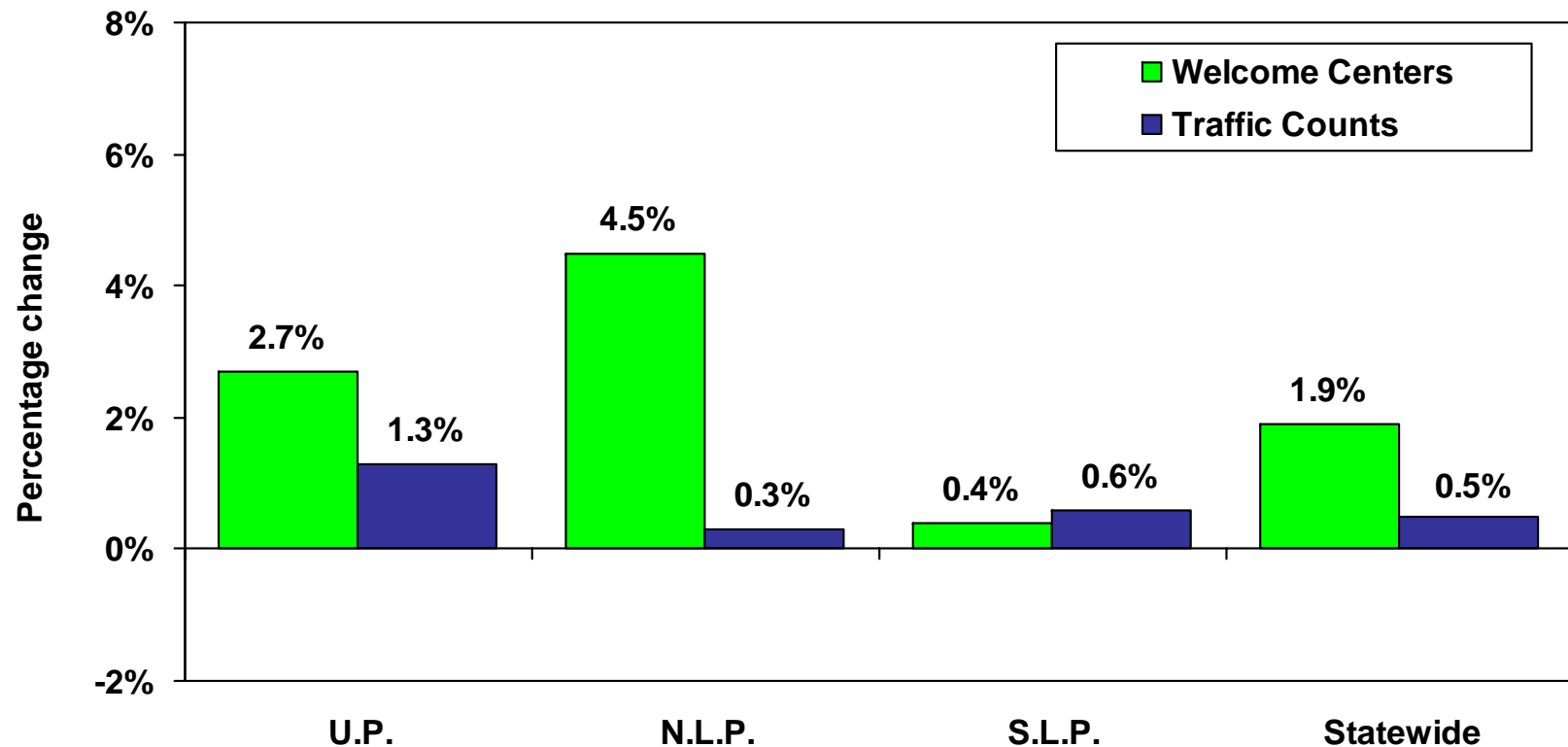
Monthly Changes in Michigan Travel Indicators



Source: Michigan Department of Transportation; AAA Michigan; The Conference Board; Michigan Department of Natural Resources, Bureau of Parks and Recreation

Michigan Travel Industry Indicators, 2004 vs 2003

Welcome Center Visitor Counts & Traffic Counts

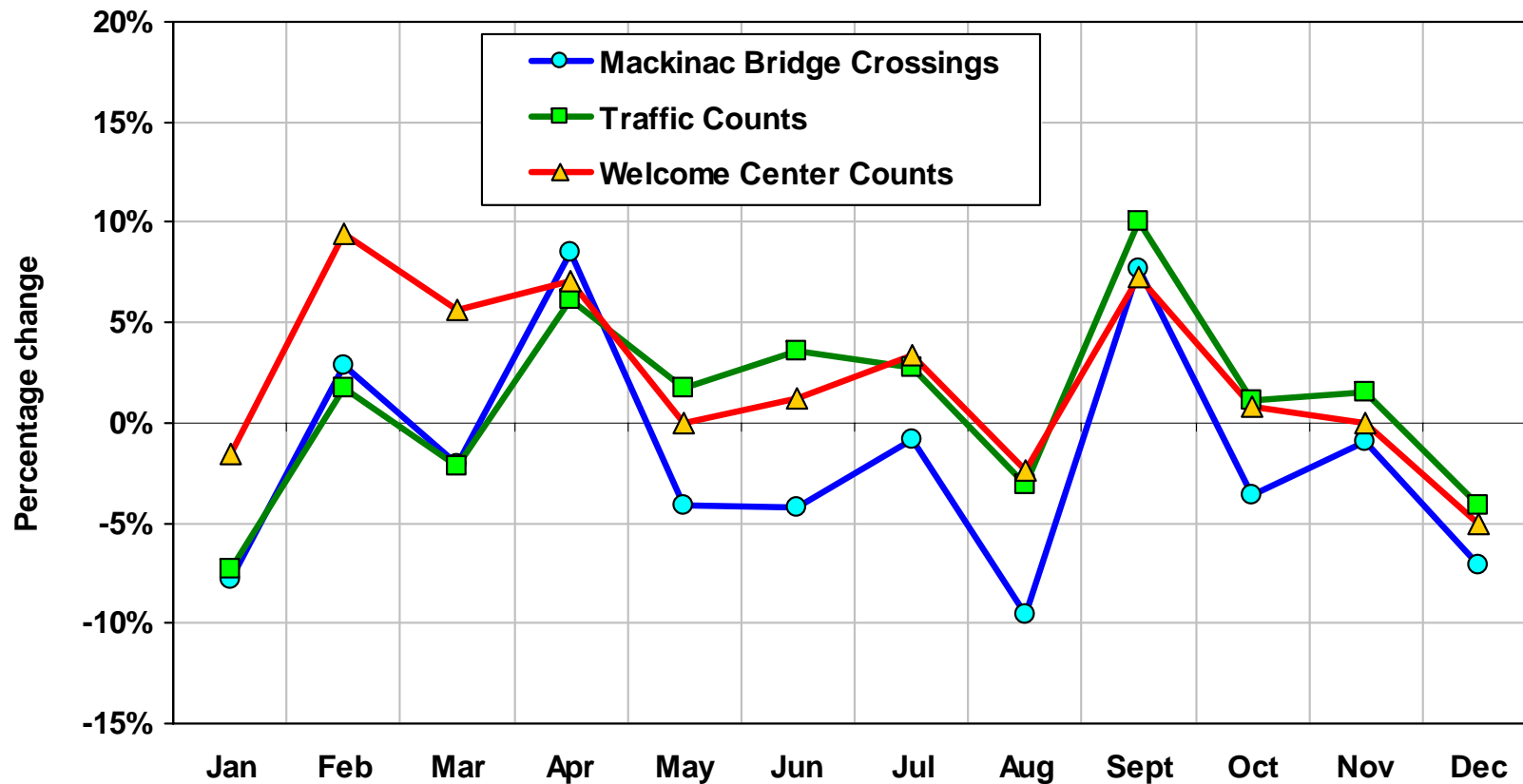


Welcome Centers: U.P. Data = Sault Ste. Marie, Menominee, Marquette, St. Ignace, Ironwood, & Iron Mt.;
 N.L.P. Data = Mackinaw City & Clare;
 S.L.P. Data = Port Huron, New Buffalo, Monroe, & Dundee

Source: Travel Michigan, Michigan Department of Transportation

Michigan Travel Industry Indicators, 2004 vs 2003

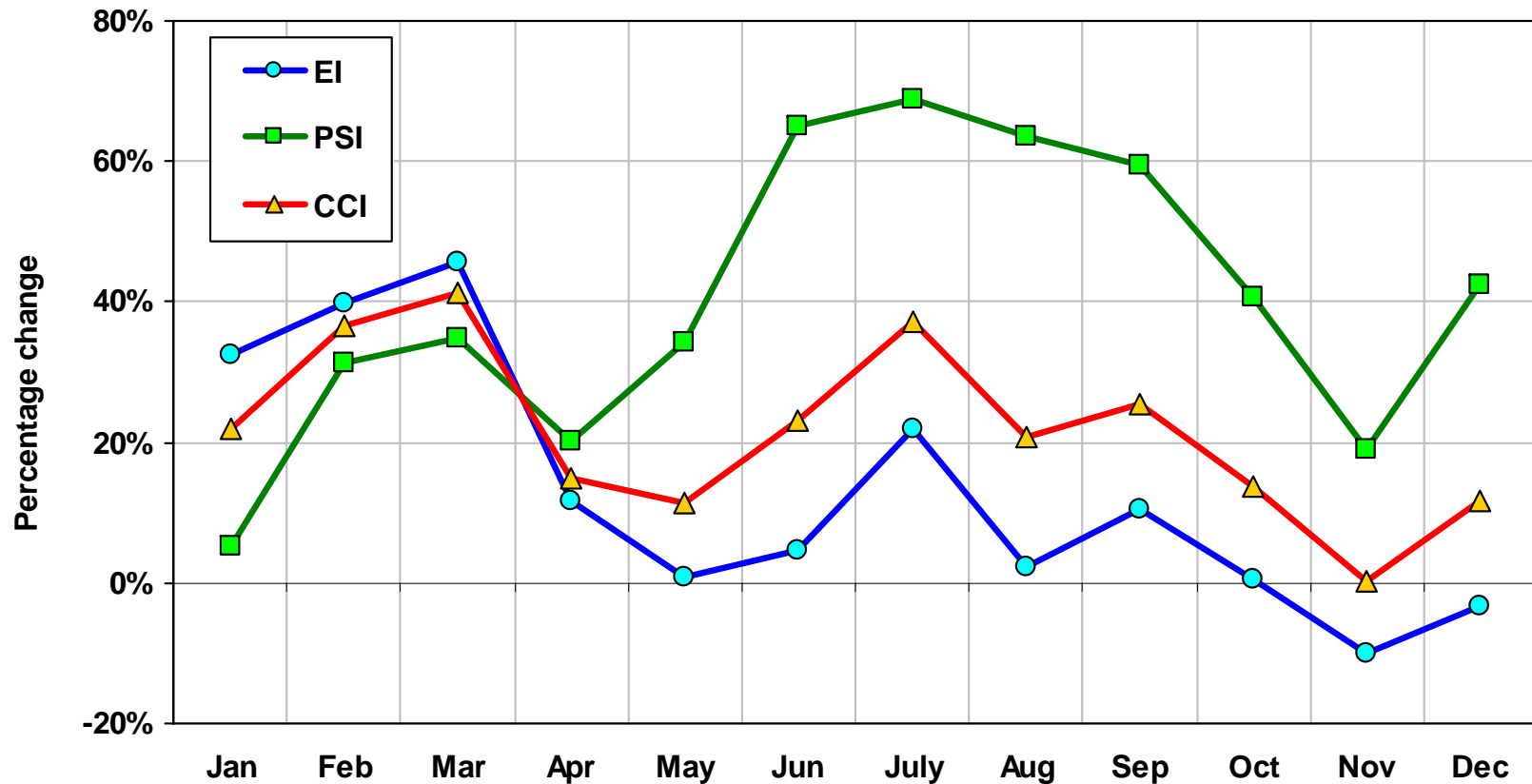
Upper Peninsula Travel Indicators



Source: Mackinac Bridge Authority; Michigan Department of Transportation; Travel Michigan

Michigan Travel Industry Indicators, 2004 vs 2003

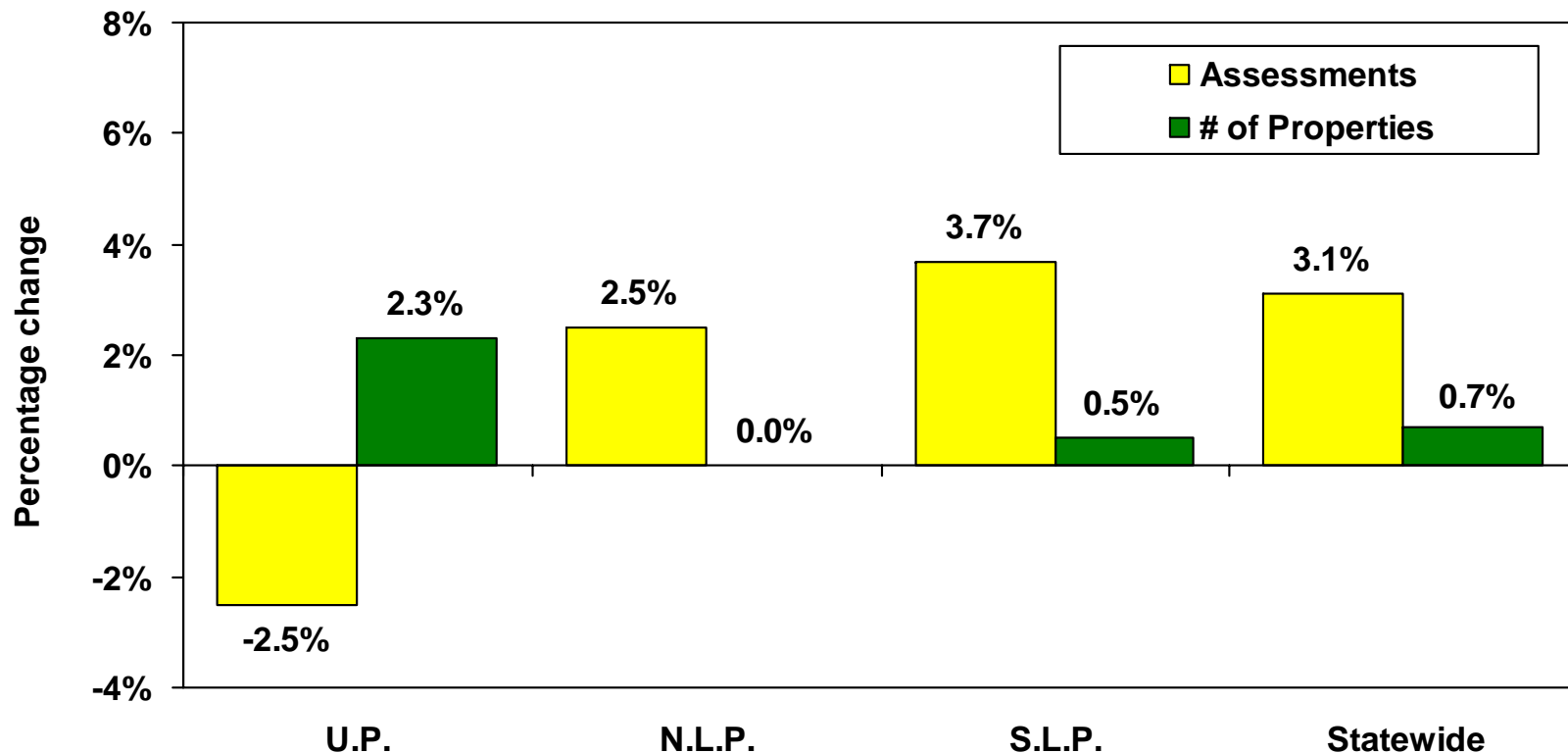
Monthly Percent Change in Indicators



Source: The Conference Board

Michigan Travel Industry Indicators, 2004 vs 2003

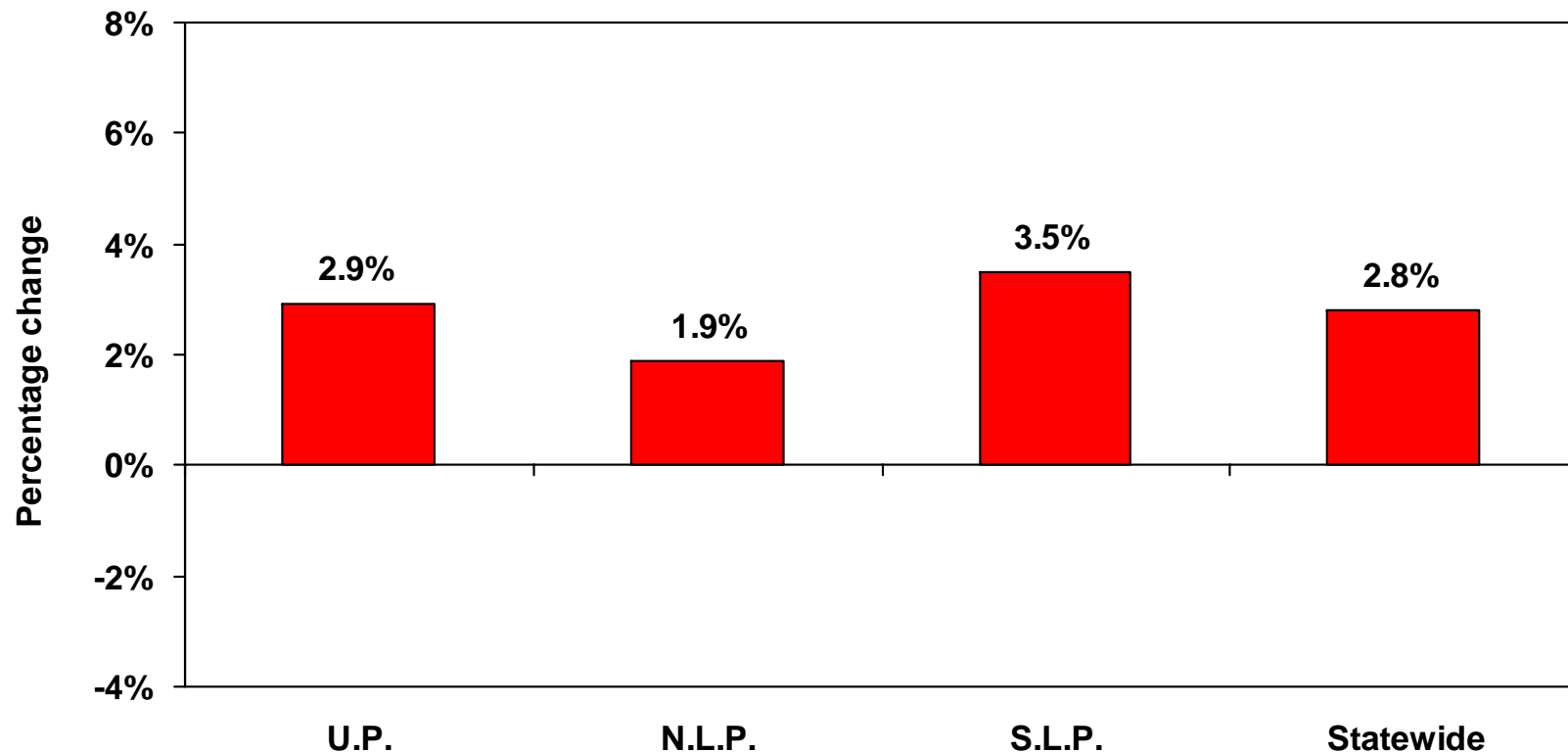
Percent Change in Assessments and Properties



Source: 2005 CARRS Tourism Resource Center's Survey of Assessment Districts

Michigan Travel Industry Indicators

Percent Change Anticipated for 2005 Assessments



Source: 2005 CARRS Tourism Resource Center's Survey of Assessment Districts