



Michigan Tourism 2002: Year In Review

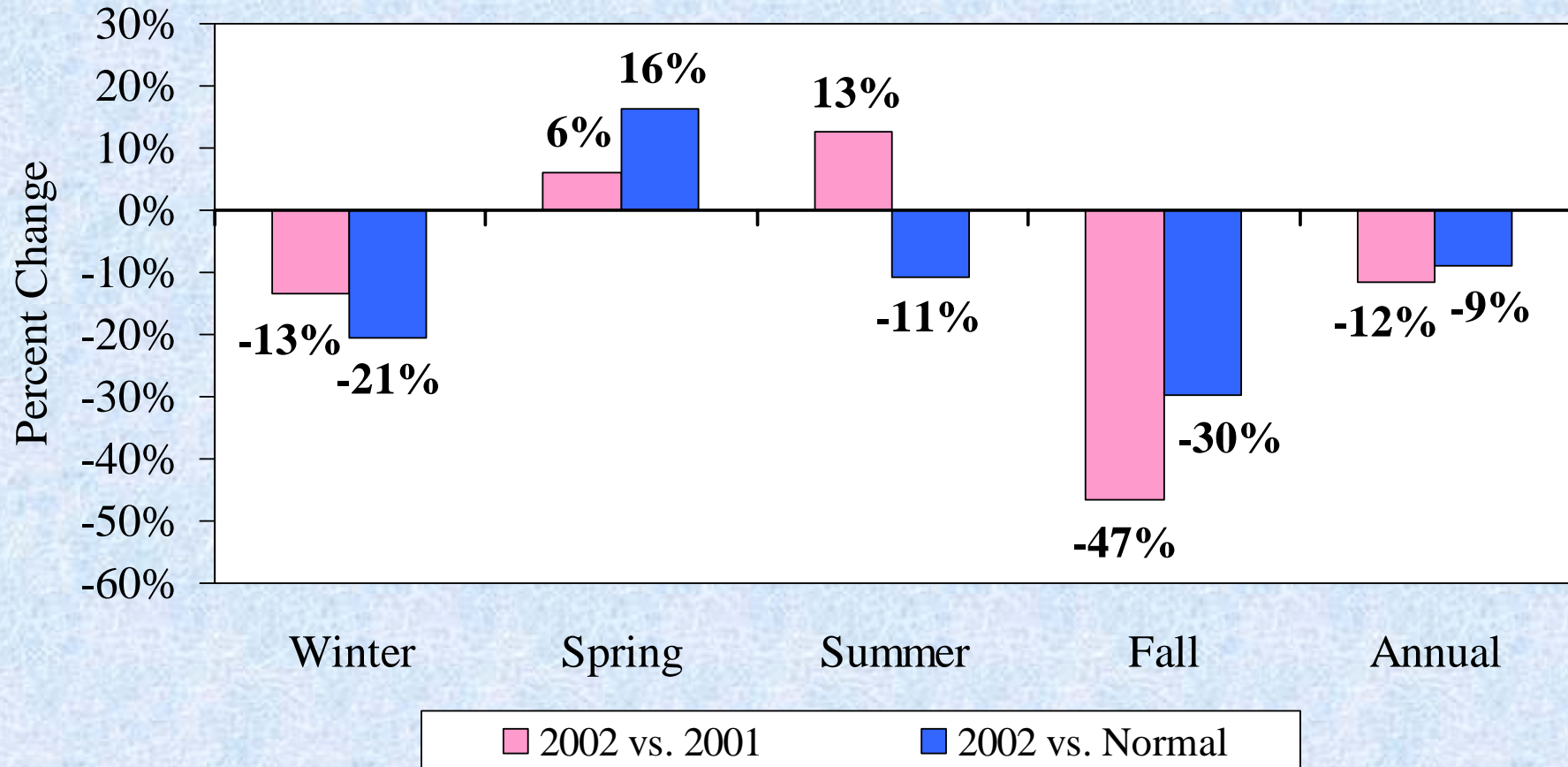
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Michigan Travel, Tourism & Recreation Resource Center

March 5, 2003

Michigan Travel Industry Indicators, 2002 vs. 2001

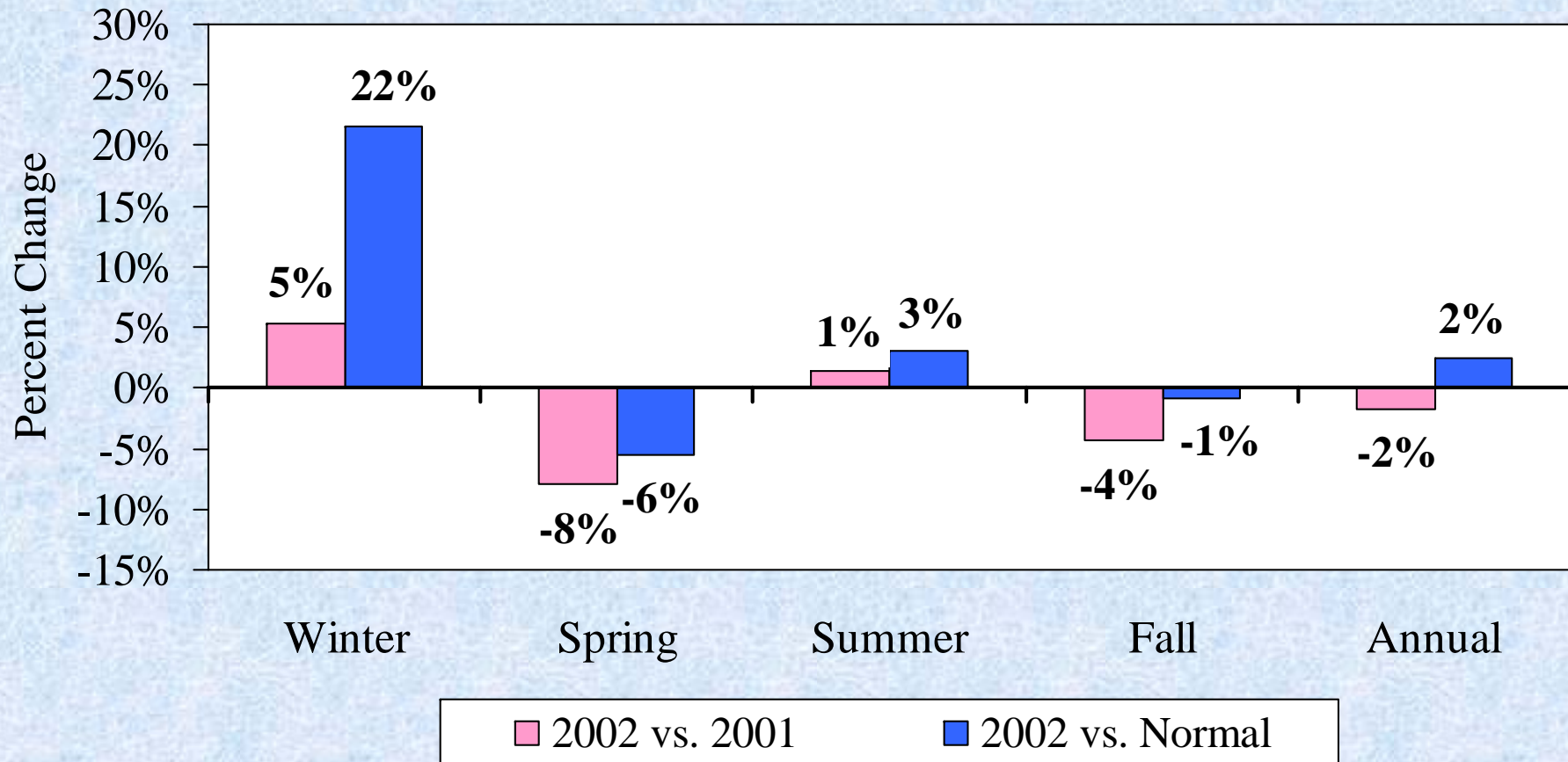
Graph 1: Overall Precipitation in Michigan



Source: Data for 12 Weather Stations Obtained from the Midwestern Climate Center

Michigan Travel Industry Indicators, 2002 vs. 2001

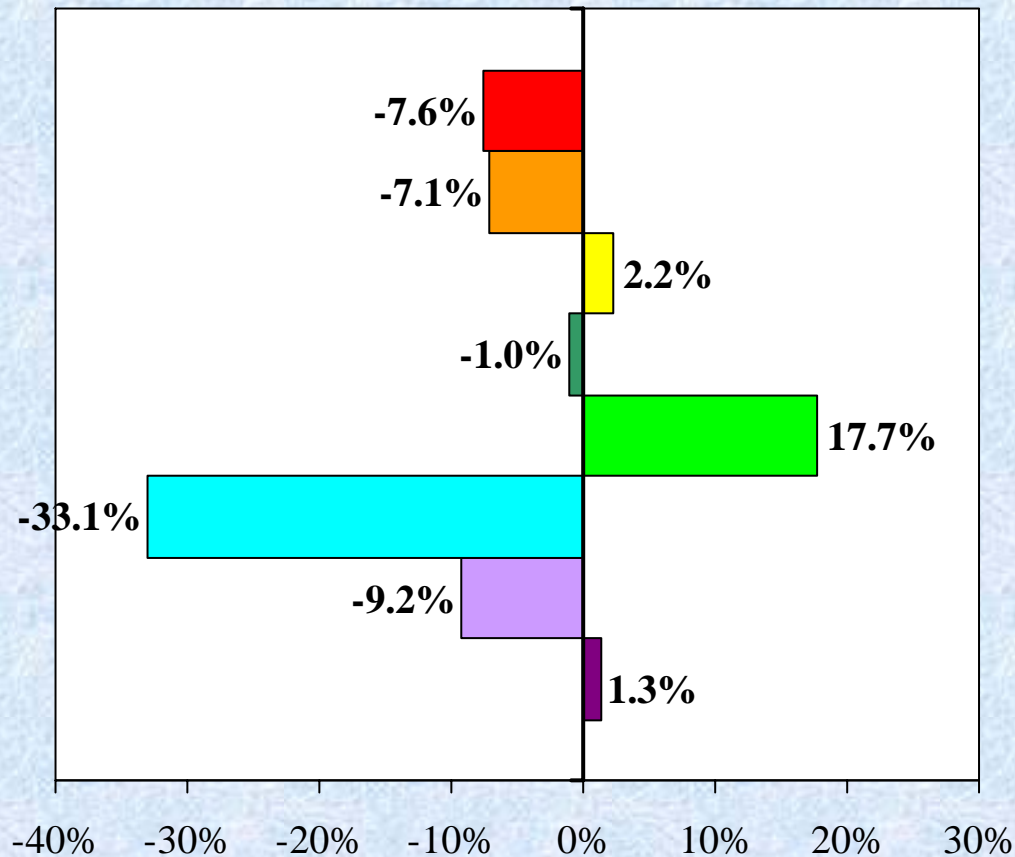
Graph 2: Average Maximum Temperatures in Michigan



Source: Data for 12 Weather Stations Obtained from the Midwestern Climate Center

Michigan Travel Industry Indicators, 2002 vs. 2001

Graph 3: Economic Indicators



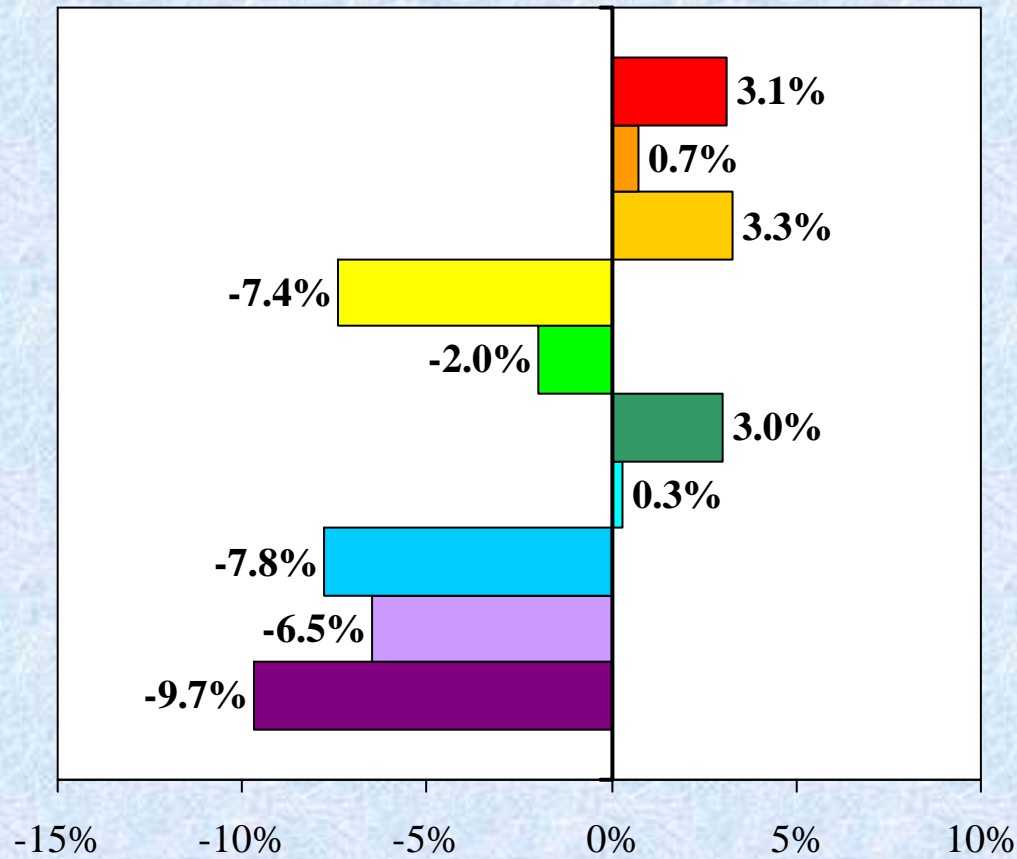
- Michigan Regular Unleaded Gasoline Prices (Nominal)
- National Regular Unleaded Gasoline Prices (Real)
- Restaurant Prices (Detroit/Ann Arbor/Flint)
- Lodging Prices (U.S. City Average)
- Expectations Index (EI)
- Present Situation Index (PSI)
- Consumer Confidence Index (Composite of EI and PSI)
- Exchange Rate \$Can/\$US (\$US Stronger)

Percent Change, 2002 vs. 2001

Sources: University of Michigan, Dept. of Economics; Bureau of Economic Analysis; AAA Michigan; The Conference Board; Federal Reserve Board

Michigan Travel Industry Indicators, 2002 vs. 2001

Graph 4: Travel Activity Indicators



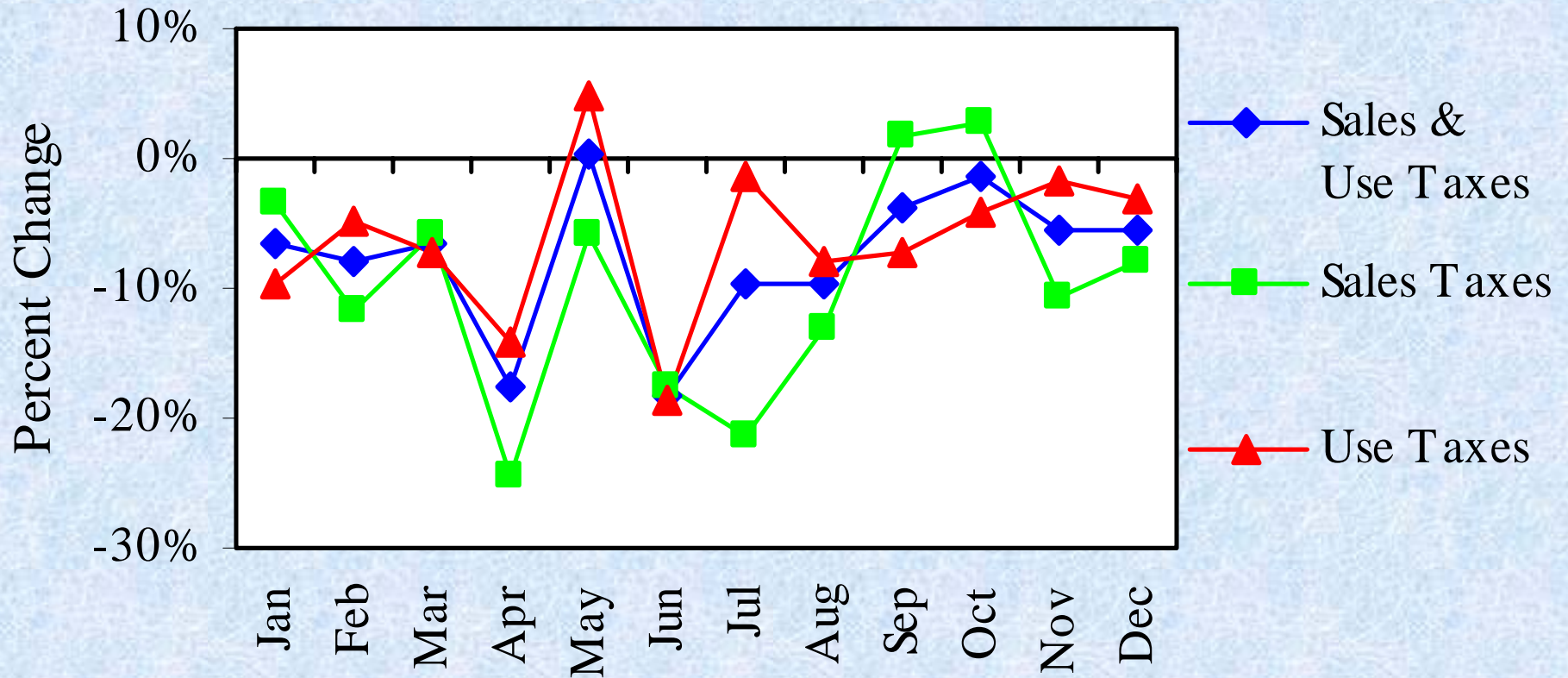
- Highway Traffic Counts (All Available Rural Stations)
- State Park Overnight Stays (All Parks)
- Aggregate Attractions Attendance (10 Attractions)
- CVB Room Assessments, UP (UPTRA + 6 CVBs)
- CVB Room Assessments, NLP (14 CVBs)
- CVB Room Assessments, SLP (13 CVBs)
- CVB Room Assess., Statewide (UPTRA + 33 CVBs)
- SIC 701 Sales + Use Taxes
- SIC 701 Use Taxes
- SIC 701 Sales Taxes

Percent Change, 2002 vs. 2001

Sources: MDOT; MDNR, Parks & Recreation; Michigan Historical Museum; US NPS; Soo Locks; Flint Cultural Center; MSU Tourism Center; Michigan Dept of Treasury, Office of Revenue & Tax Analysis

Michigan Travel Industry Indicators, 2002 vs. 2001

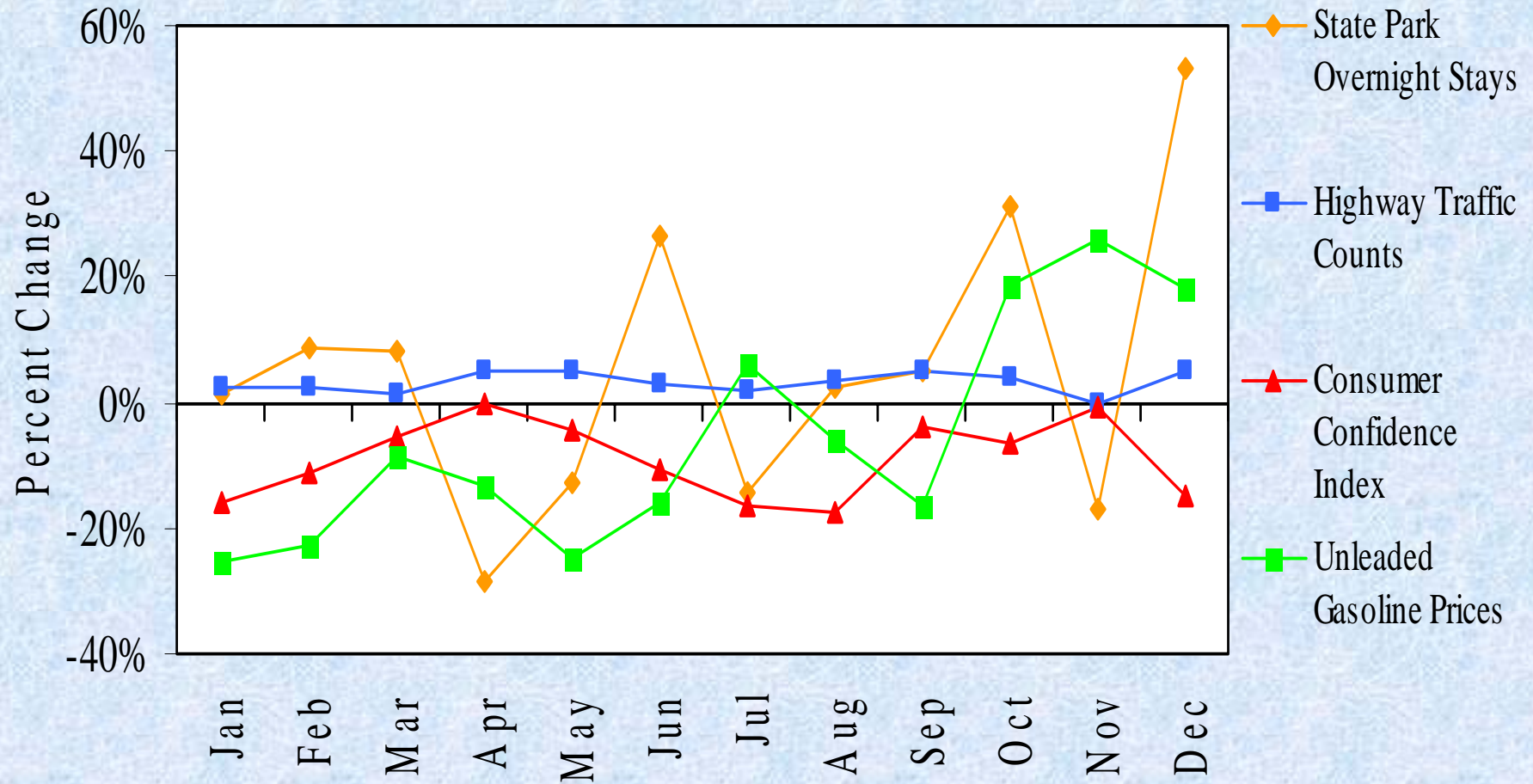
Graph 5: Monthly Percent Change in Hospitality Taxes



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

Michigan Travel Industry Indicators, 2002 vs. 2001

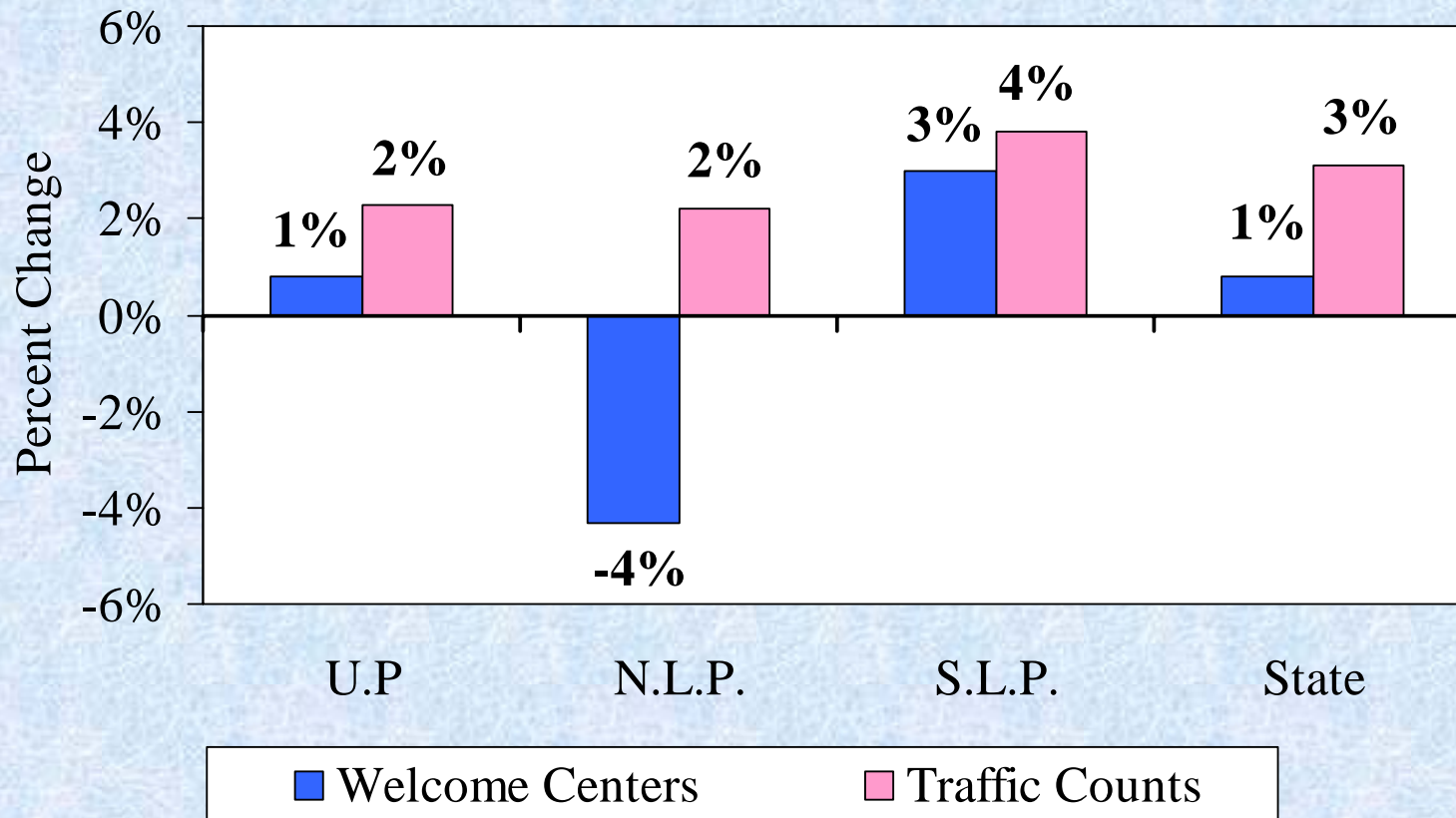
Graph 6: Monthly Changes in Michigan Travel Indicators



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

Michigan Travel Industry Indicators, 2002 vs. 2001

Graph 7: Welcome Center Visitor Counts & Traffic Counts

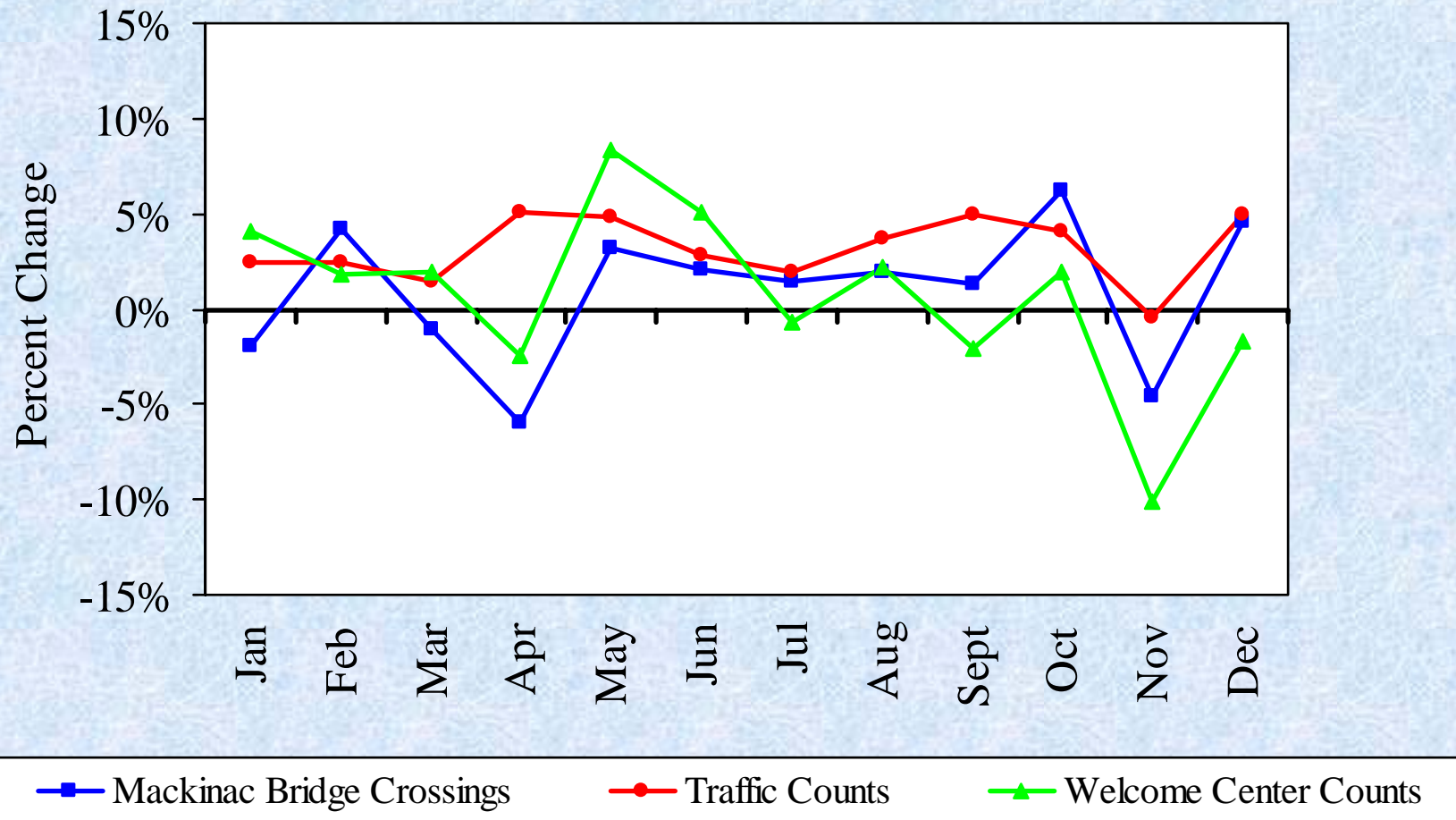


Welcome Centers: U.P. Data = Sault Ste. Marie, Menominee, Marquette, Ironwood, & Iron Mt.; N.L.P. Data = Mackinaw City & Clare; S.L.P. Data = Port Huron, New Buffalo, Monroe Coldwater & Dundee

Source: Travel Michigan, Michigan Department of Transportation

Michigan Travel Industry Indicators, 2002 vs. 2001

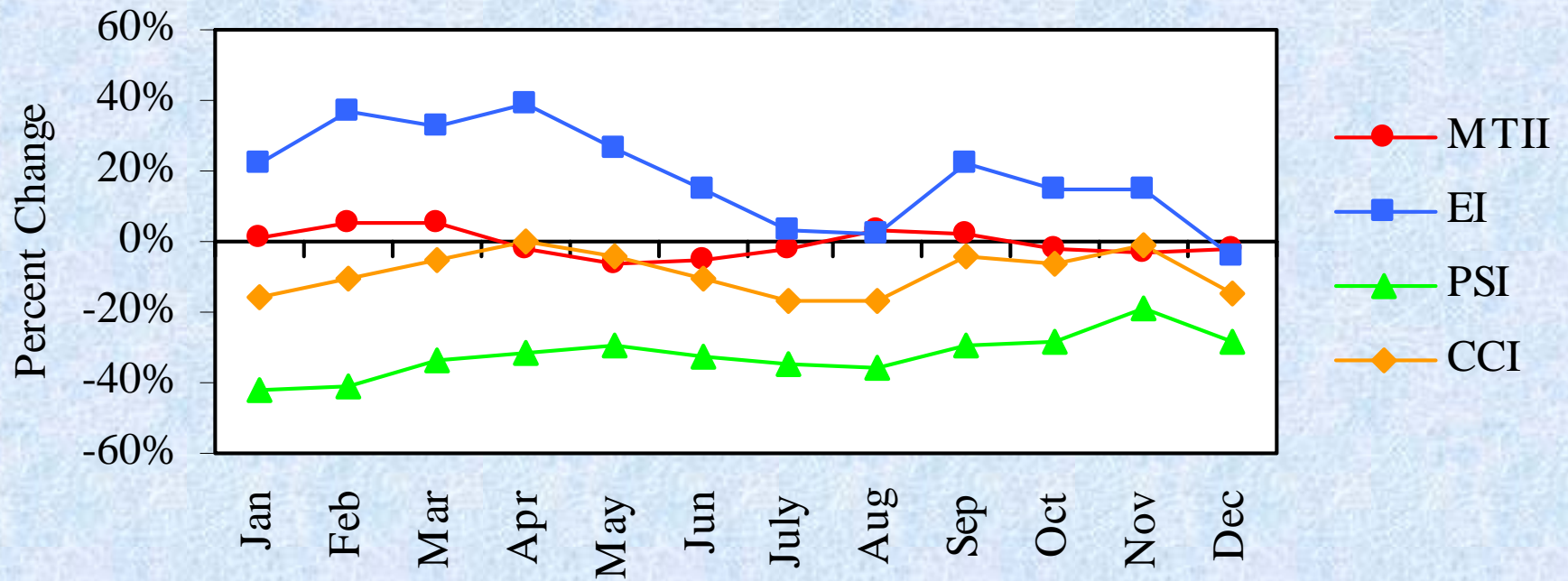
Graph 8: Upper Peninsula Travel Indicators



Sources: Mackinac Bridge Authority; MDOT; Travel Michigan

Michigan Travel Industry Indicators, 2002 vs. 2001

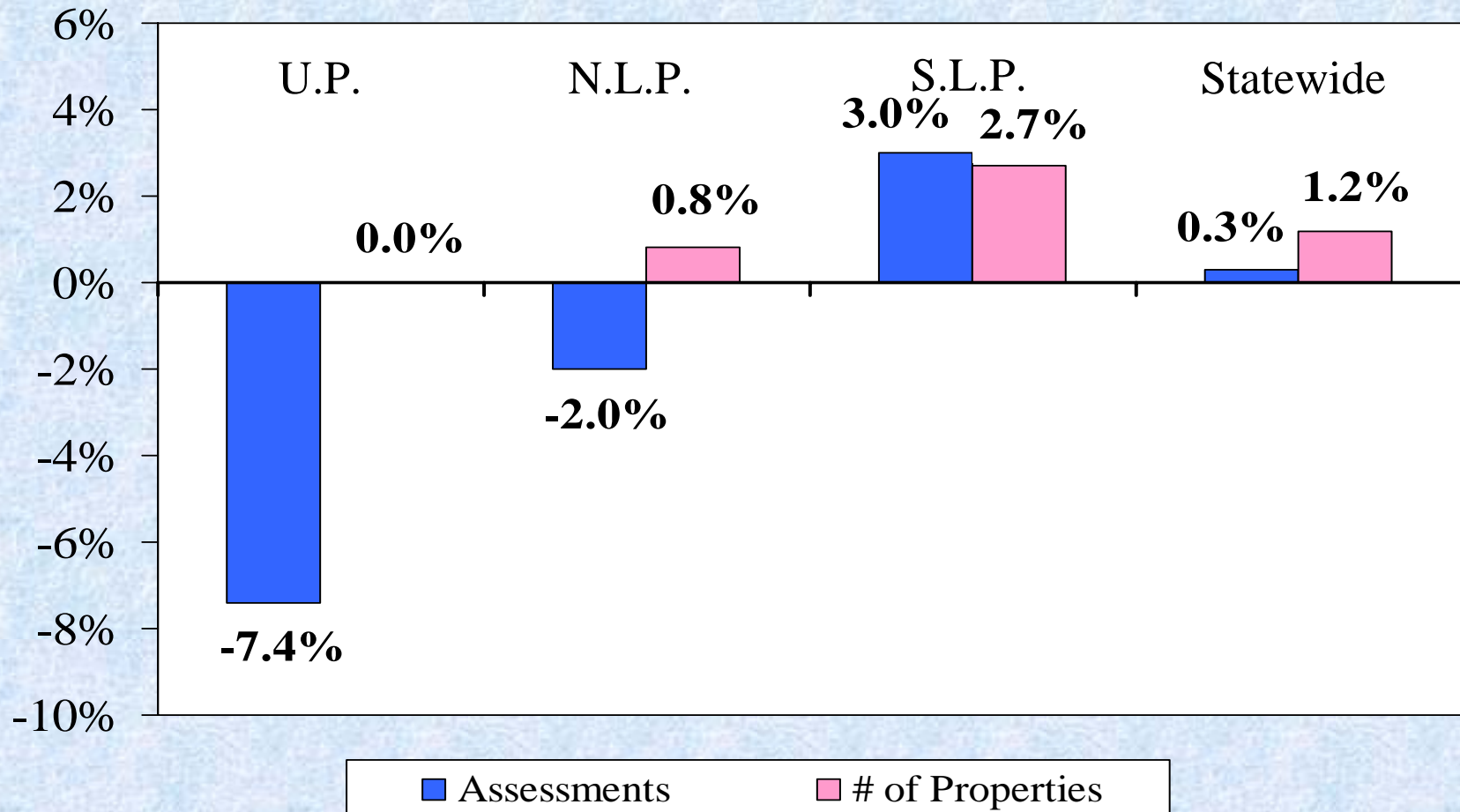
Graph 9: Monthly Percent Change in Indicators



Source: MSU Tourism Center; The Conference Board

Michigan Travel Industry Indicators, 2002 vs. 2001

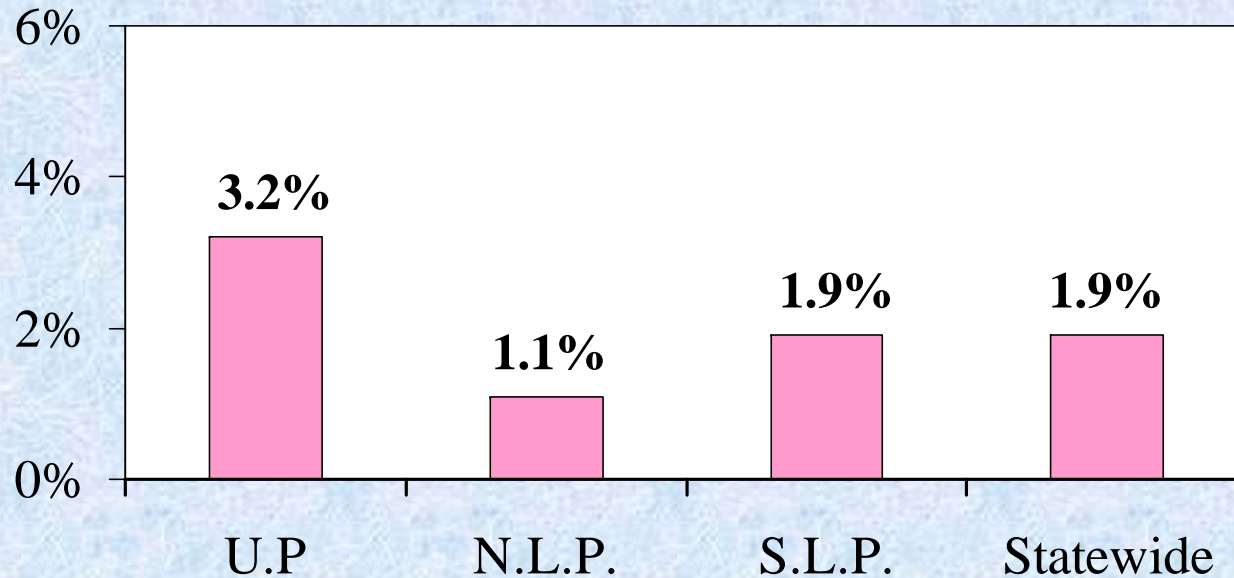
Graph 10: Percent Change in Assessments and Properties



Source: 2003 TTRRC Survey of Assessment Districts, Travel Michigan

Michigan Travel Industry Indicators

Graph 11: Percent Change Anticipated for 2003 Assessments



Source: 2003 TTRRC Survey of Assessment Districts

