



Michigan Tourism: The Year In Review

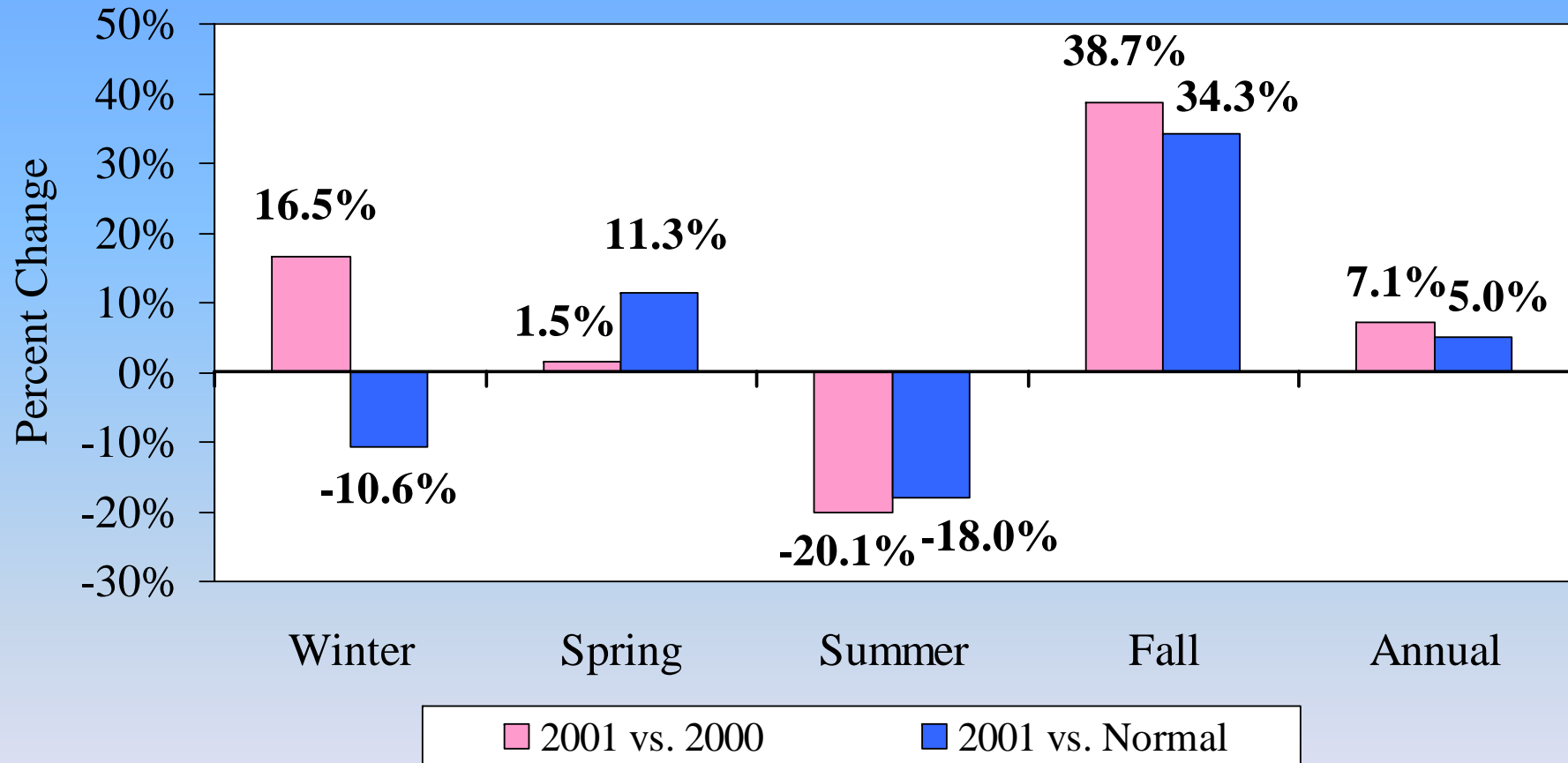
Donald F. Holecek, Charles Shih & Lori A. Martin

Michigan Travel, Tourism & Recreation Resource Center

March 6, 2002

Michigan Travel Industry Indicators, 2001 vs. 2000

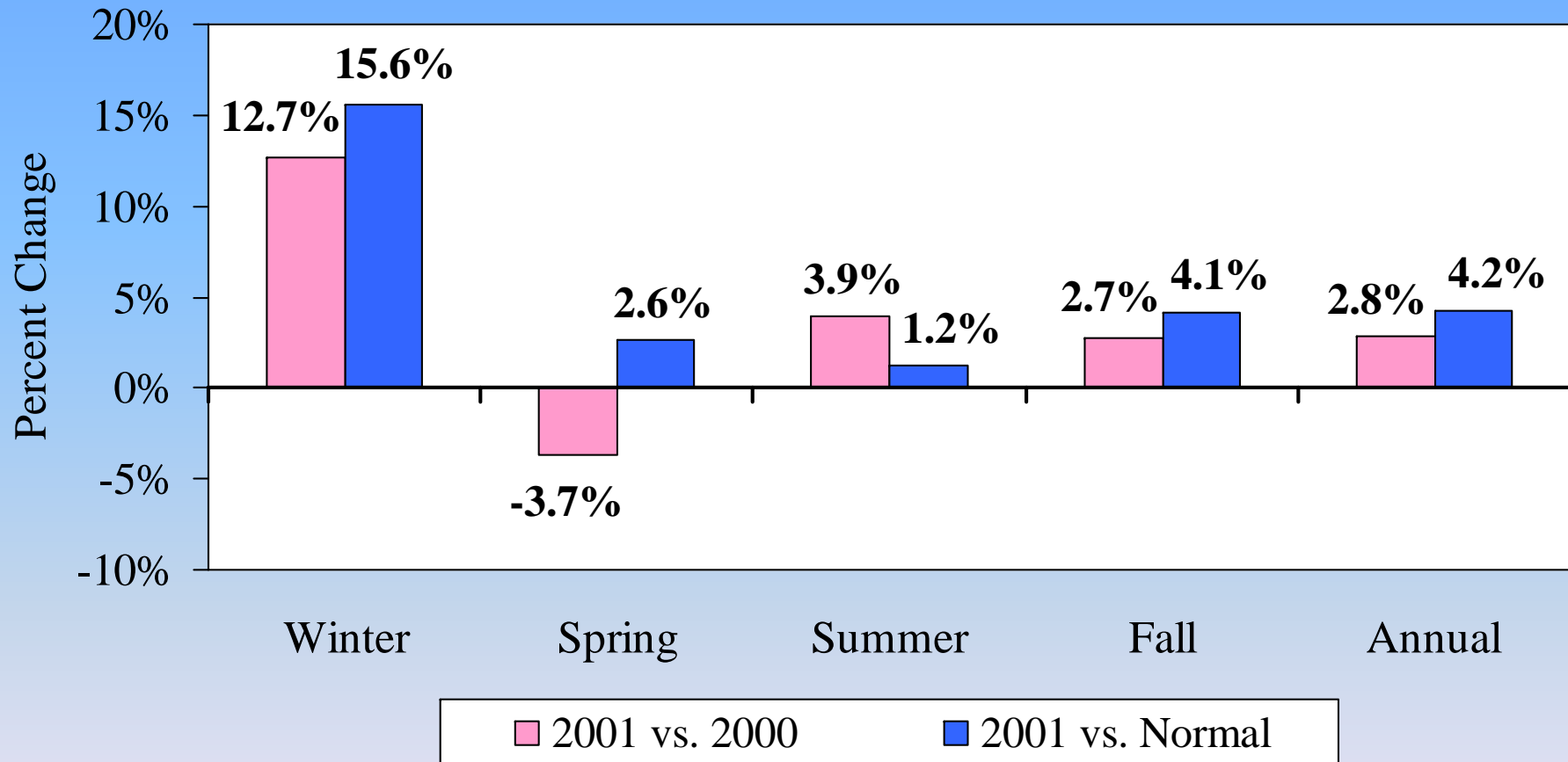
Graph 1: Overall Precipitation in Michigan



Source: Data for 11 Weather Stations Obtained from the Midwestern Climate Center

Michigan Travel Industry Indicators, 2001 vs. 2000

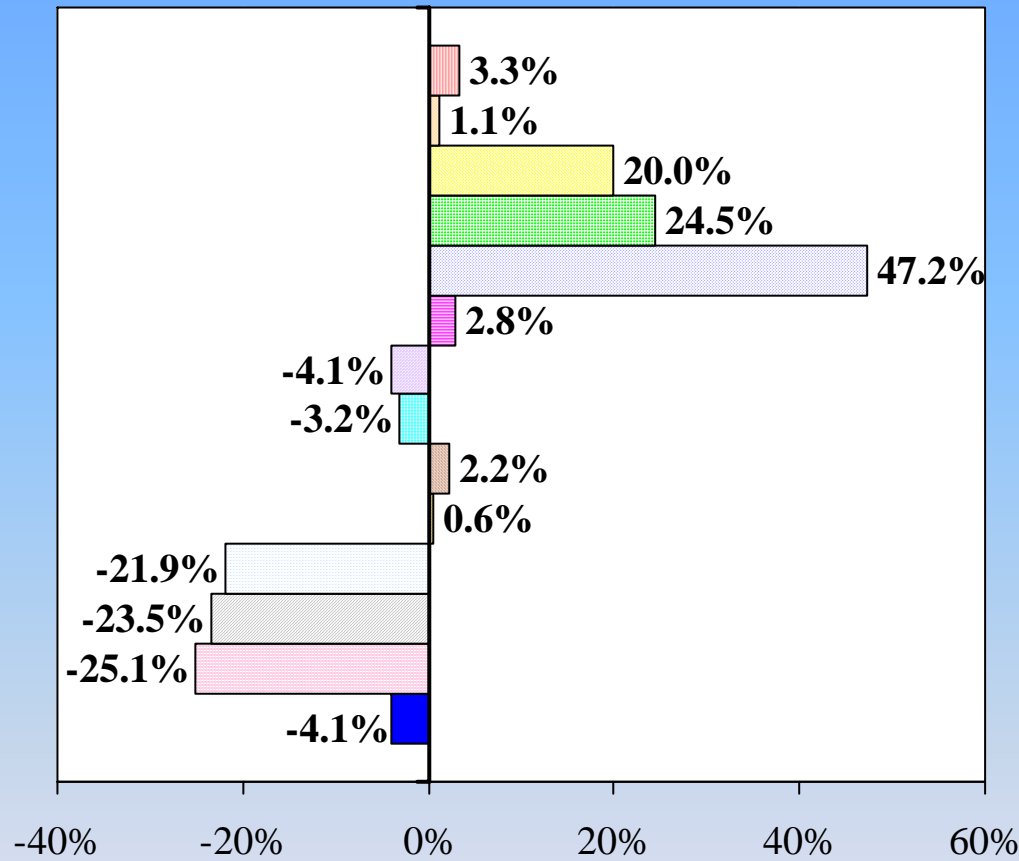
Graph 2: Average Maximum Temperatures in Michigan



Source: Data for 11 Weather Stations Obtained from the Midwestern Climate Center

Michigan Travel Industry Indicators, 2001 vs. 2000

Graph 3: Economic Indicators



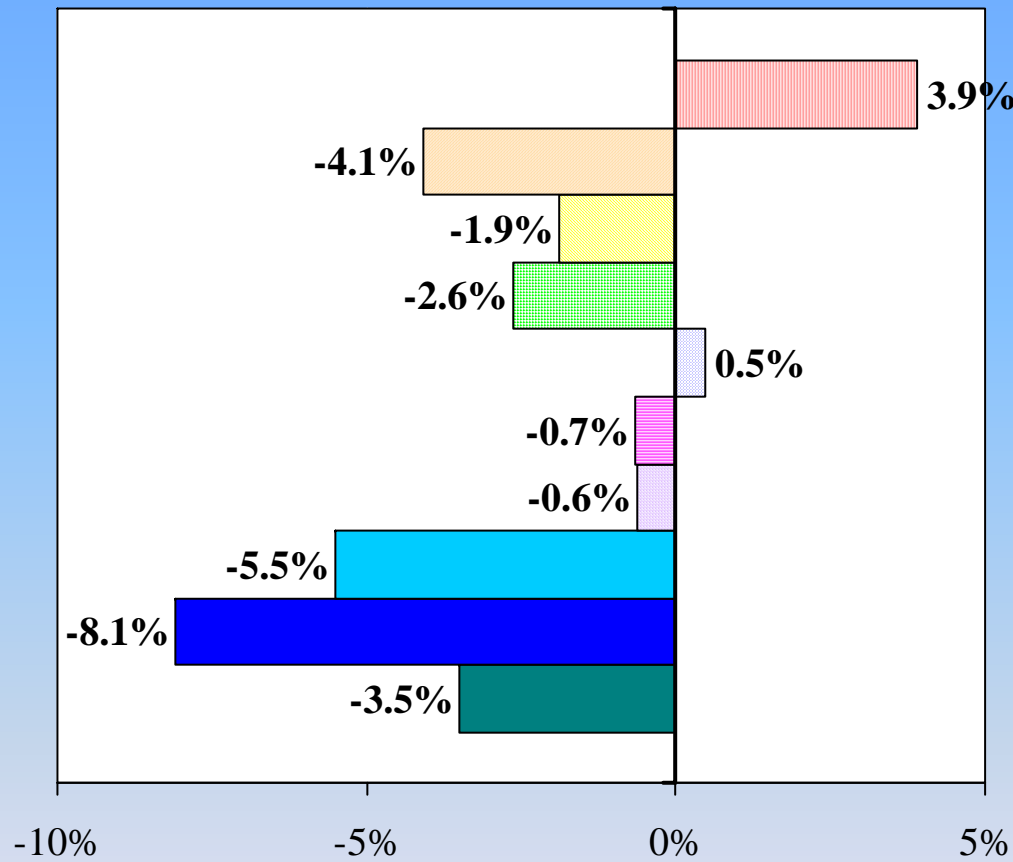
Percent Change, 2001 vs. 2000

- Current-dollar GDP
- Real GDP
- U.S. Unemployment Rate
- Unemployment Rate in Great Lakes Region
- Unemployment Rate in Michigan
- U.S. CPI-U
- 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)

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

Michigan Travel Industry Indicators, 2001 vs. 2000

Graph 4: Travel Activity Indicators



Percent Change, 2001 vs. 2000

- 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 (11 CVBs)
- CVB Room Assessments, SLP (12 CVBs)
- CVB Room Assess., Statewide (UPTRA + 29 CVBs)
- SIC 701 Sales + Use Taxes
- SIC 701 Use Taxes
- SIC 701 Sales Taxes

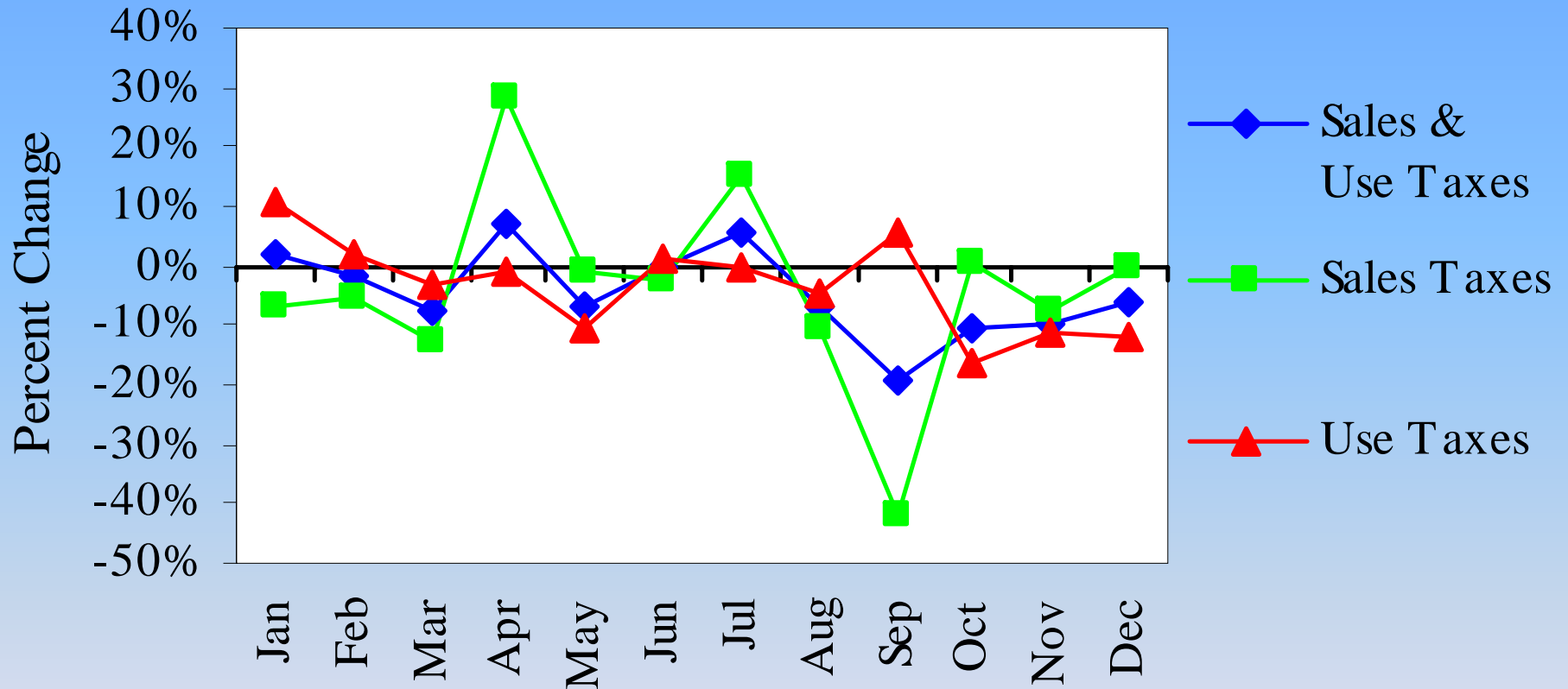
* Does not include state park overnight stays for the month of October.

** Does not include visitor counts from the three state parks for the month of October.

Sources: MDOT; MDNR, Parks & Recreation; Cook Energy Info Center; Greenfield Village & HFM; Michigan Historical Museum; US NPS; Soo Locks; MSU Tourism Center; Michigan Dept of Treasury, Office of Revenue & Tax Analysis

Michigan Travel Industry Indicators, 2001 vs. 2000

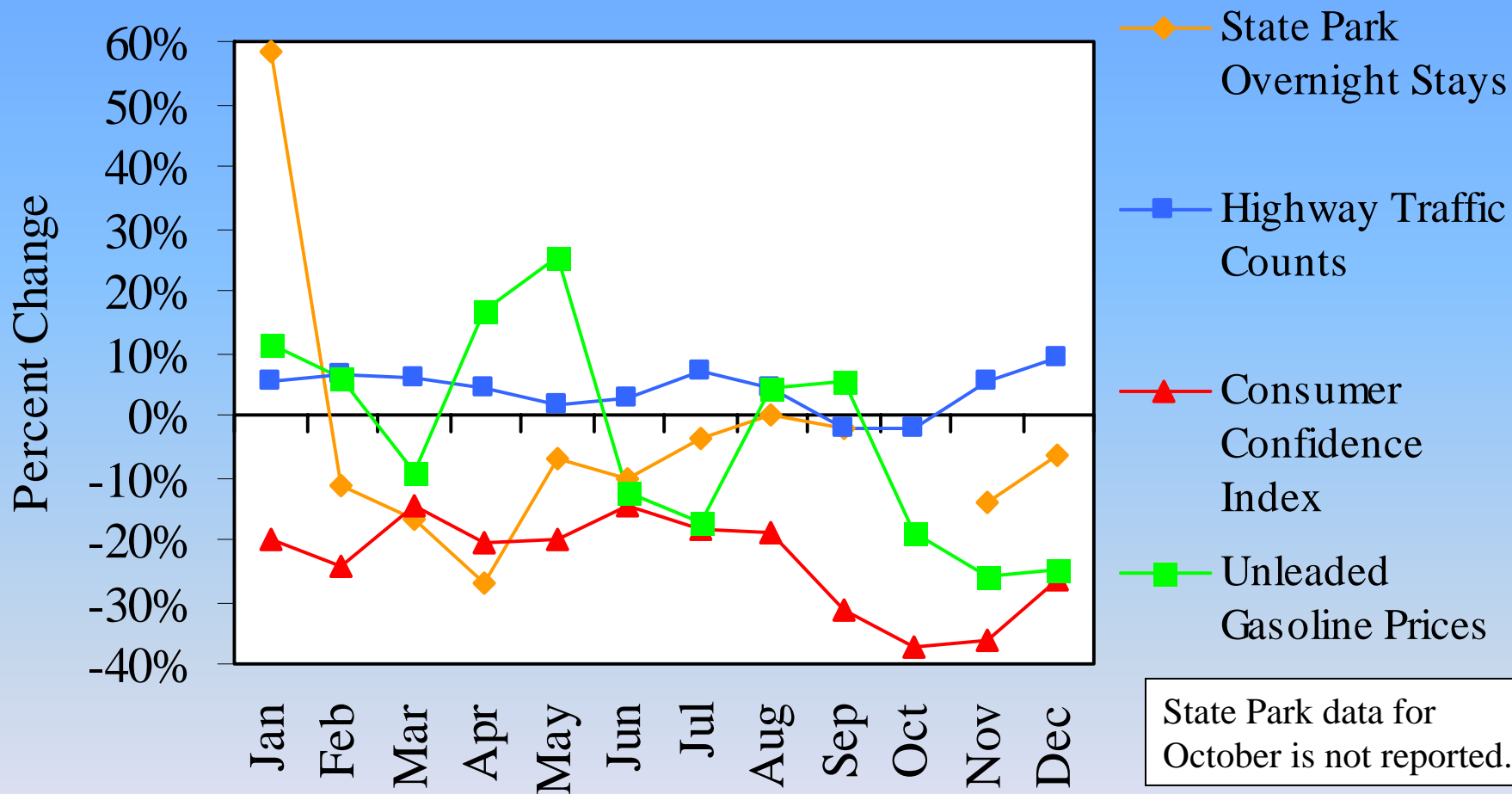
Graph 5: Monthly Percent Change in Hospitality Taxes



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

Michigan Travel Industry Indicators, 2001 vs. 2000

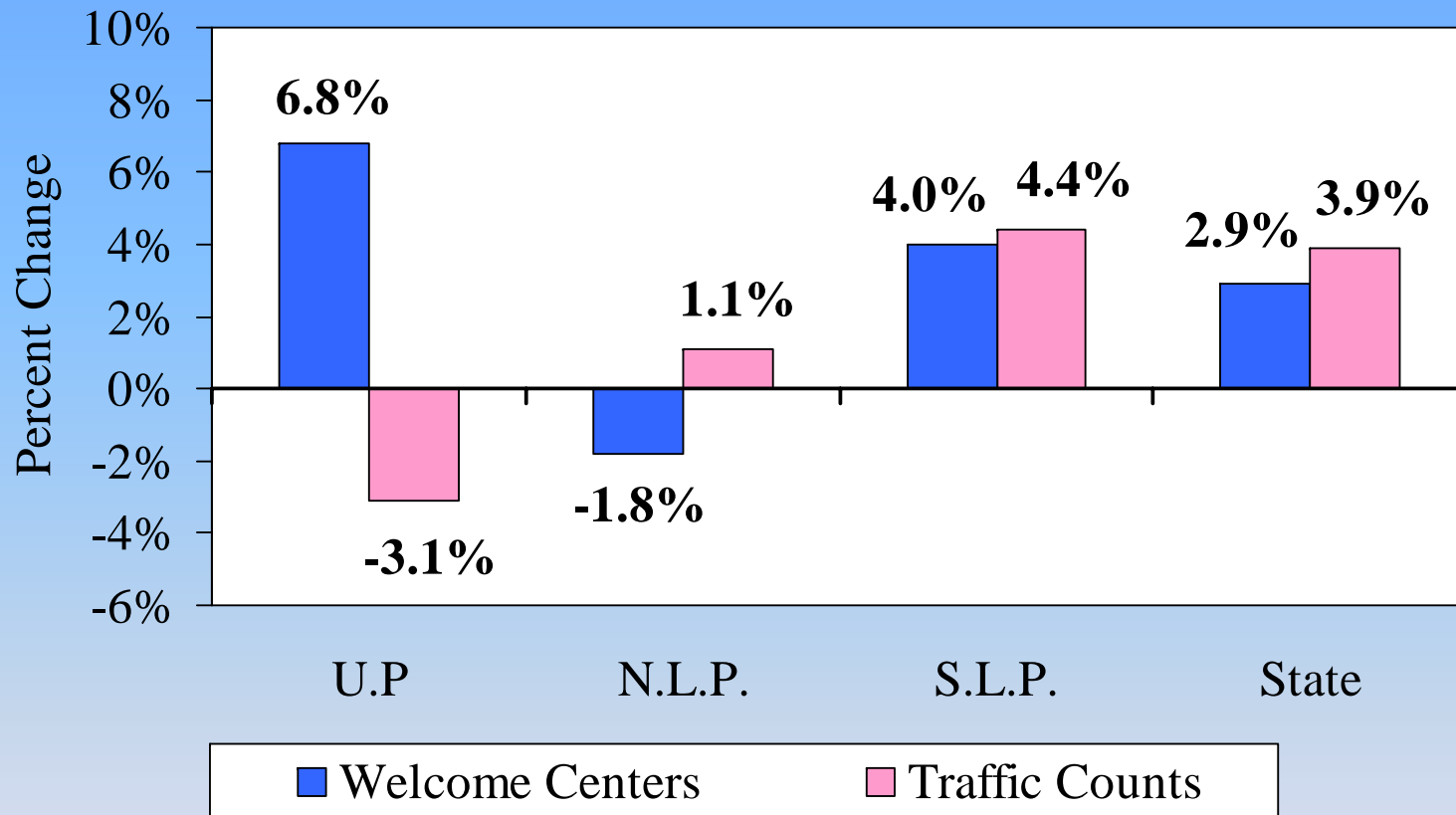
Graph 6: Monthly Changes in Michigan Travel Indicators



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

Michigan Travel Industry Indicators, 2001 vs. 2000

Graph 7: Welcome Center Visitor Counts & Traffic Counts

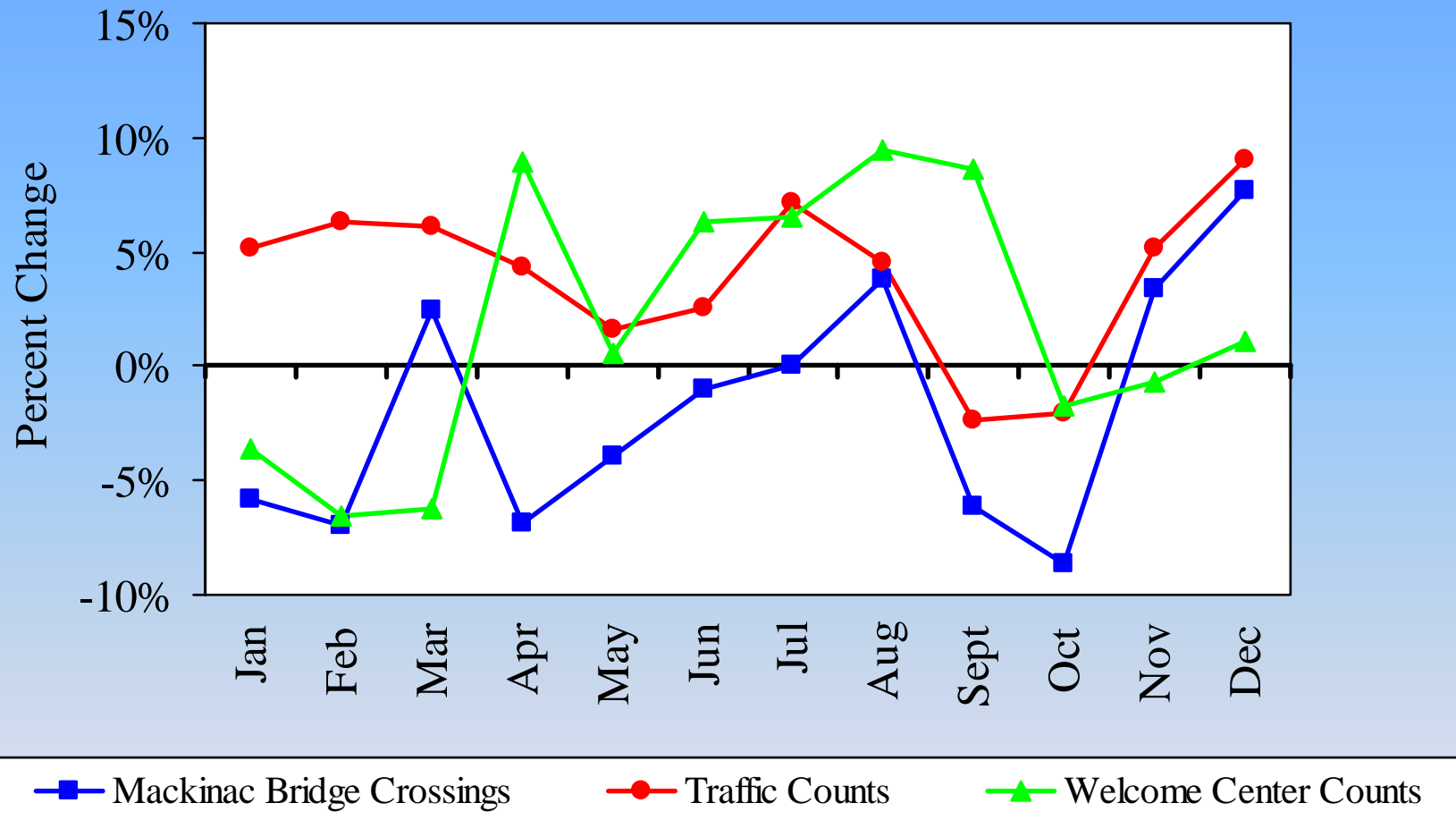


Welcome Centers: U.P. Data = Sault Ste. Marie, Menominee, Marquette, Ironwood, & Iron Mt.; N.L.P. Data = Mackinaw City & Clare; S.L.P. Data = Port Huron, New Buffalo, Monroe Coldwater & Dundee

Source: Travel Michigan, Michigan Department of Transportation

Michigan Travel Industry Indicators, 2001 vs. 2000

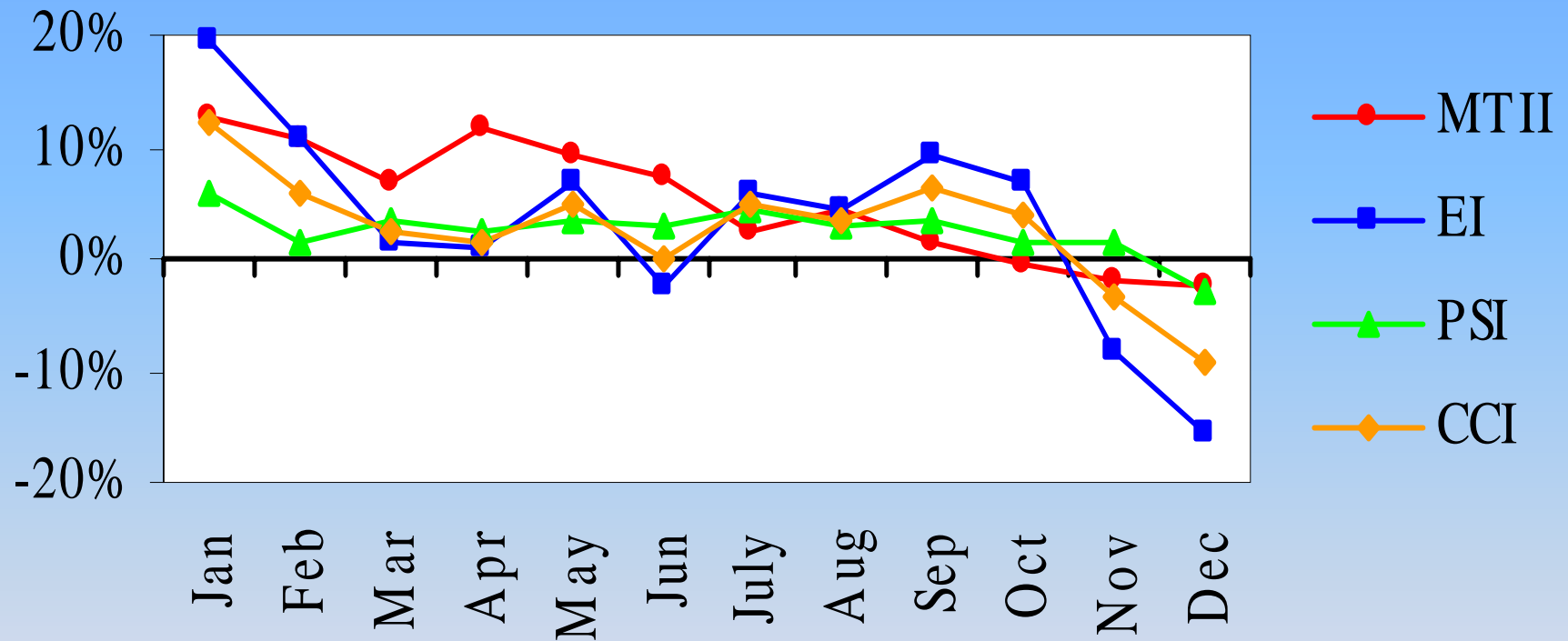
Graph 8: Upper Peninsula Travel Indicators



Sources: Mackinac Bridge Authority; MDOT; Travel Michigan

Michigan Travel Industry Indicators, 2000 vs. 1999

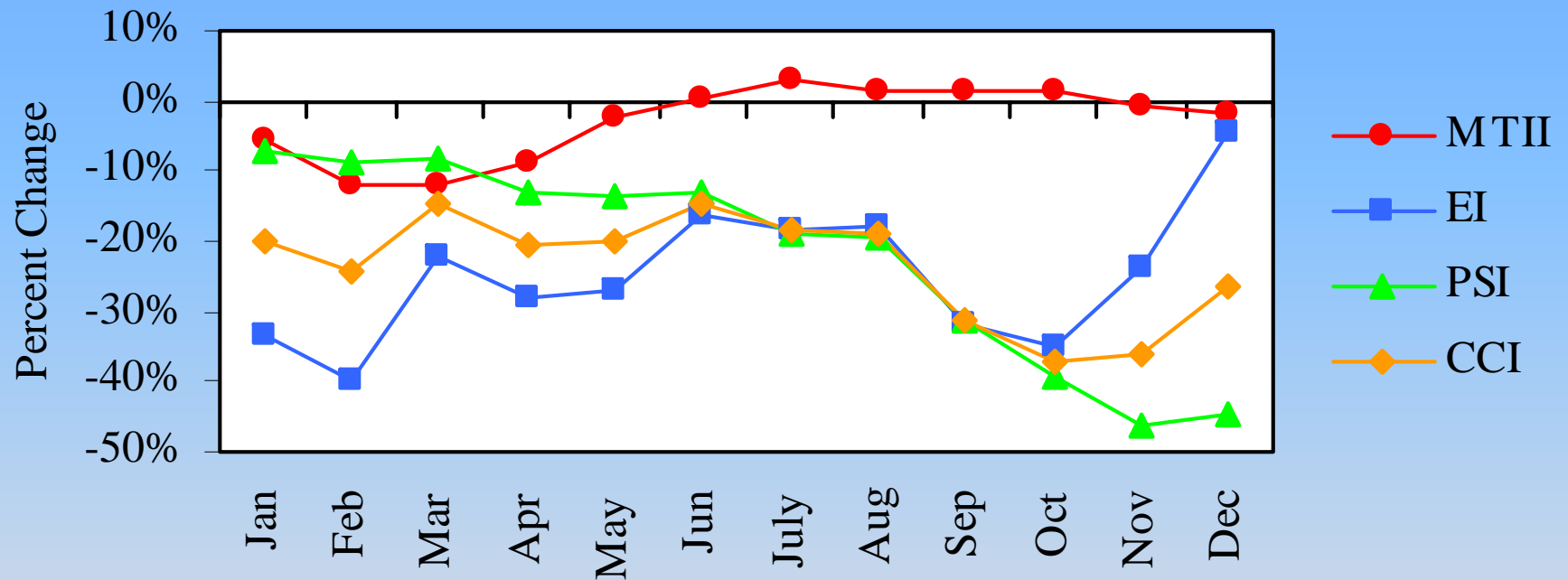
Graph 9: Monthly Percent Change in Indicators



Source:MSU Tourism Center; The Confidence Board

Michigan Travel Industry Indicators, 2001 vs. 2000

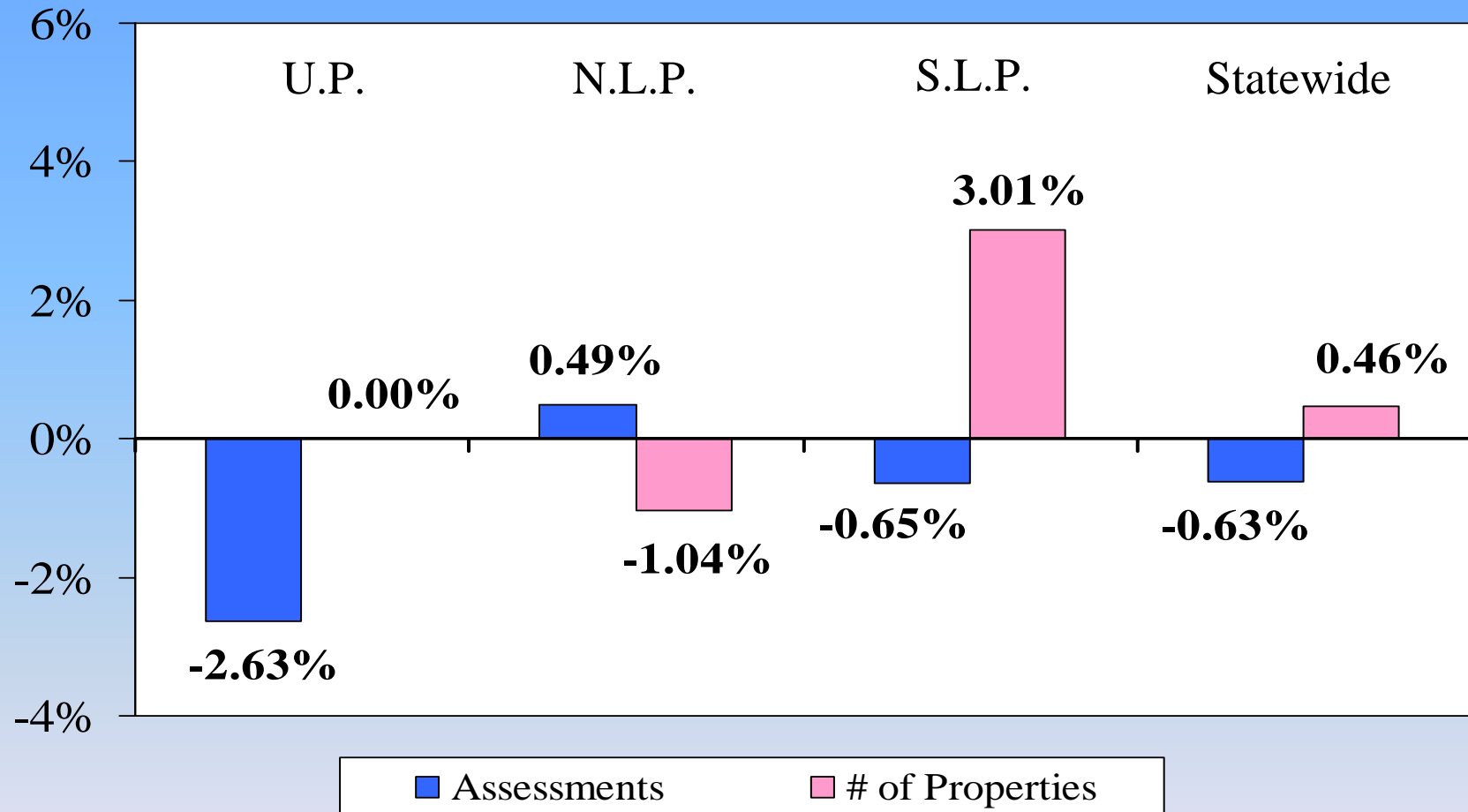
Graph 10: Monthly Percent Change in Indicators



Source: MSU Tourism Center; The Conference Board

Michigan Travel Industry Indicators, 2001 vs. 2000

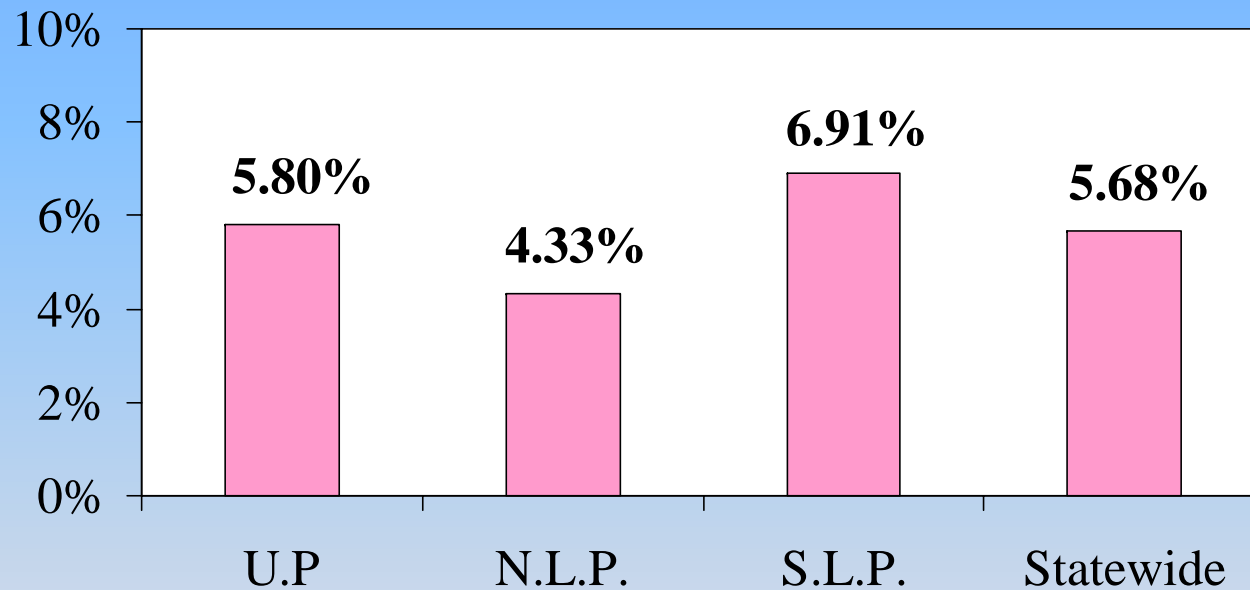
Graph 11: Percent Change in Assessments and Properties



Source: 2002 TTRRC Survey of Assessment Districts

Michigan Travel Industry Indicators

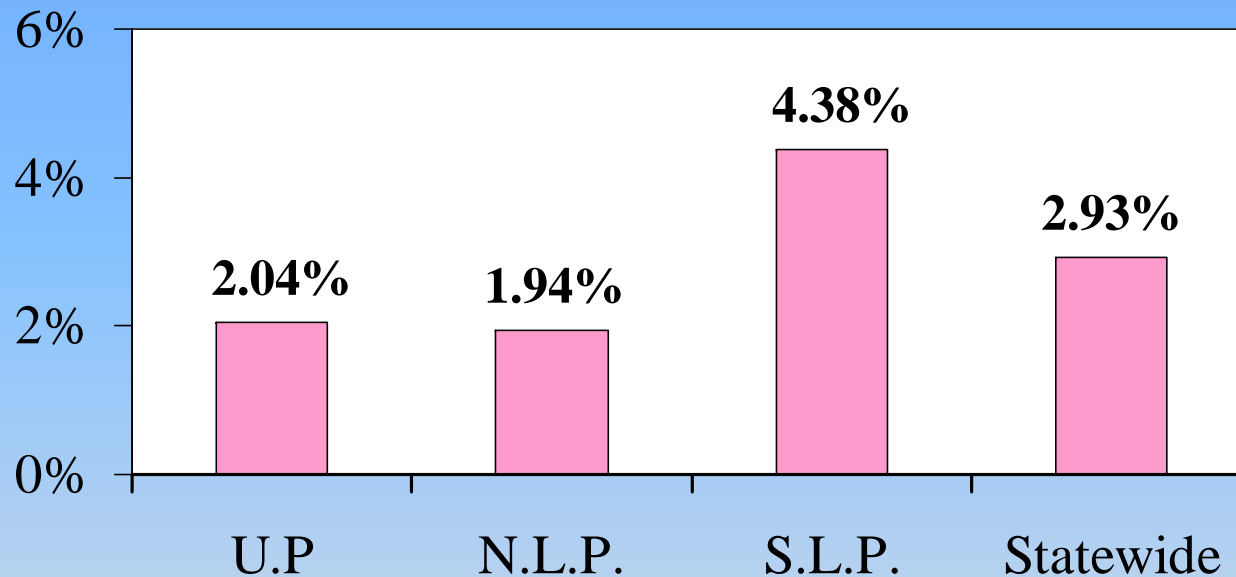
Graph 12: Percent Change Anticipated for 2001 Assessments



Source: **2001 TTRRC Survey of Assessment Districts**

Michigan Travel Industry Indicators

Graph 13: Percent Change Anticipated for 2002 Assessments



Source: 2002 TTRRC Survey of Assessment Districts

Note: Lodging Outlook Survey by Smith Travel Research
(for Dec. 2001 compared to Dec. 2000)
Room Revenue for Detroit -12.8%.