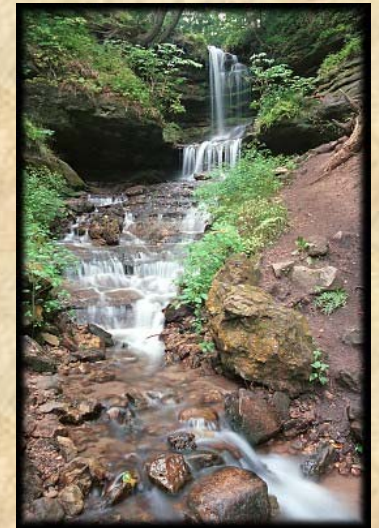


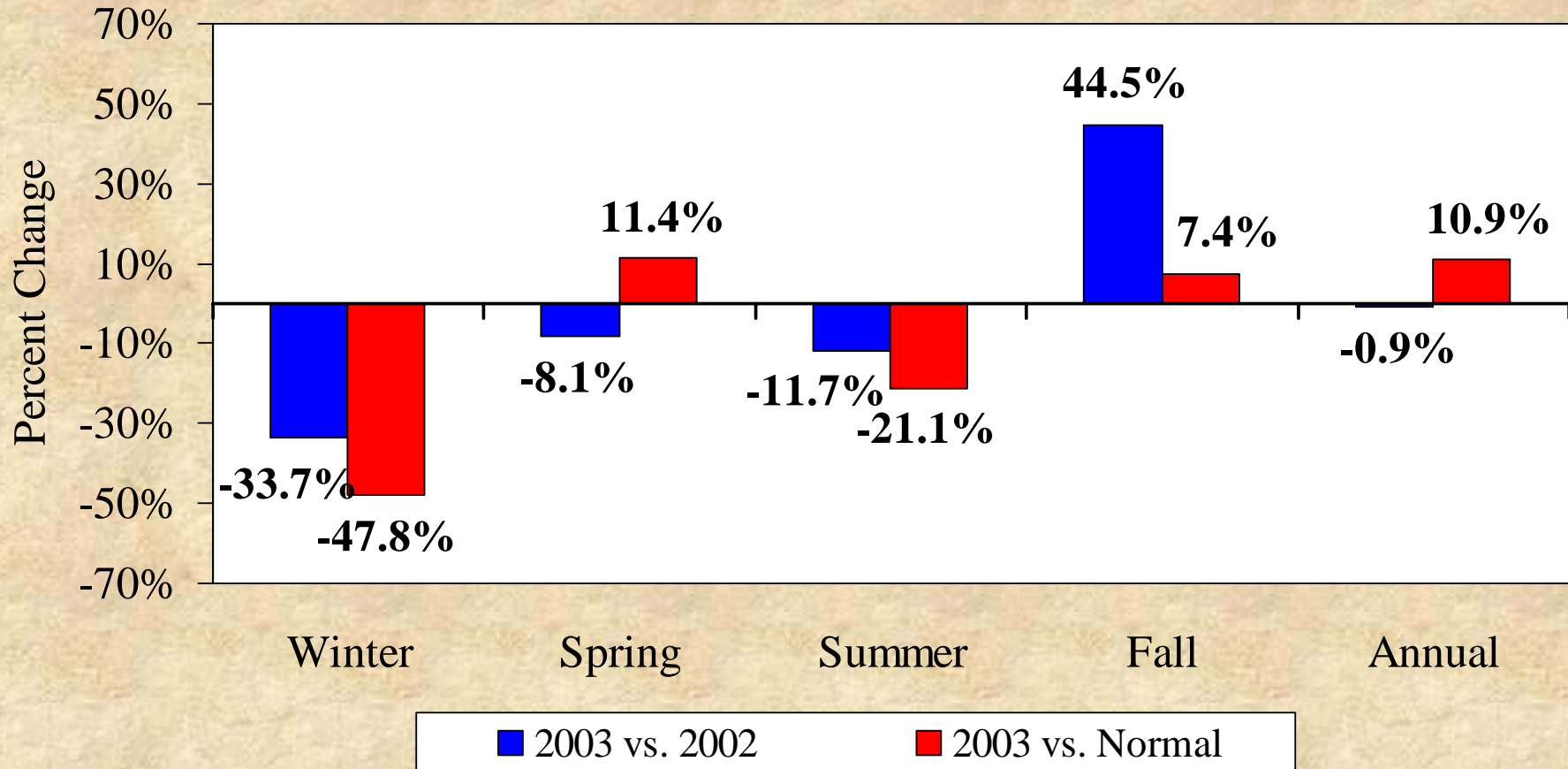
# Michigan Tourism: A Look Back at the Year 2003



**Lori A. Martin & Charles Shih**  
**Travel, Tourism & Recreation Resource Center**  
**March 10, 2004**

# Michigan Travel Industry Indicators, 2003 vs. 2002

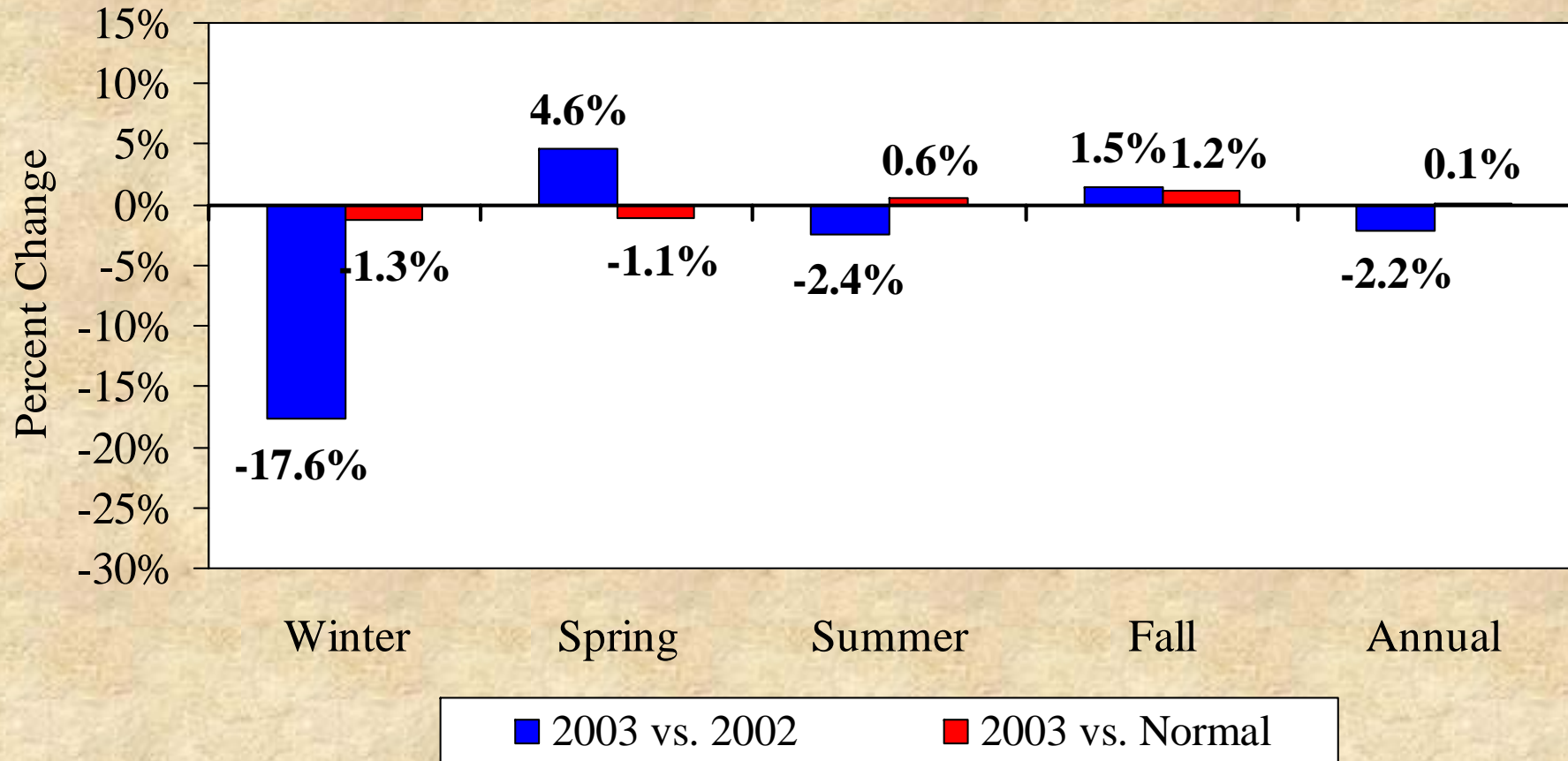
## Graph 1: Overall Precipitation in Michigan



Source: Data for 10 weather stations obtained from the Midwestern Climate Center

# Michigan Travel Industry Indicators, 2003 vs. 2002

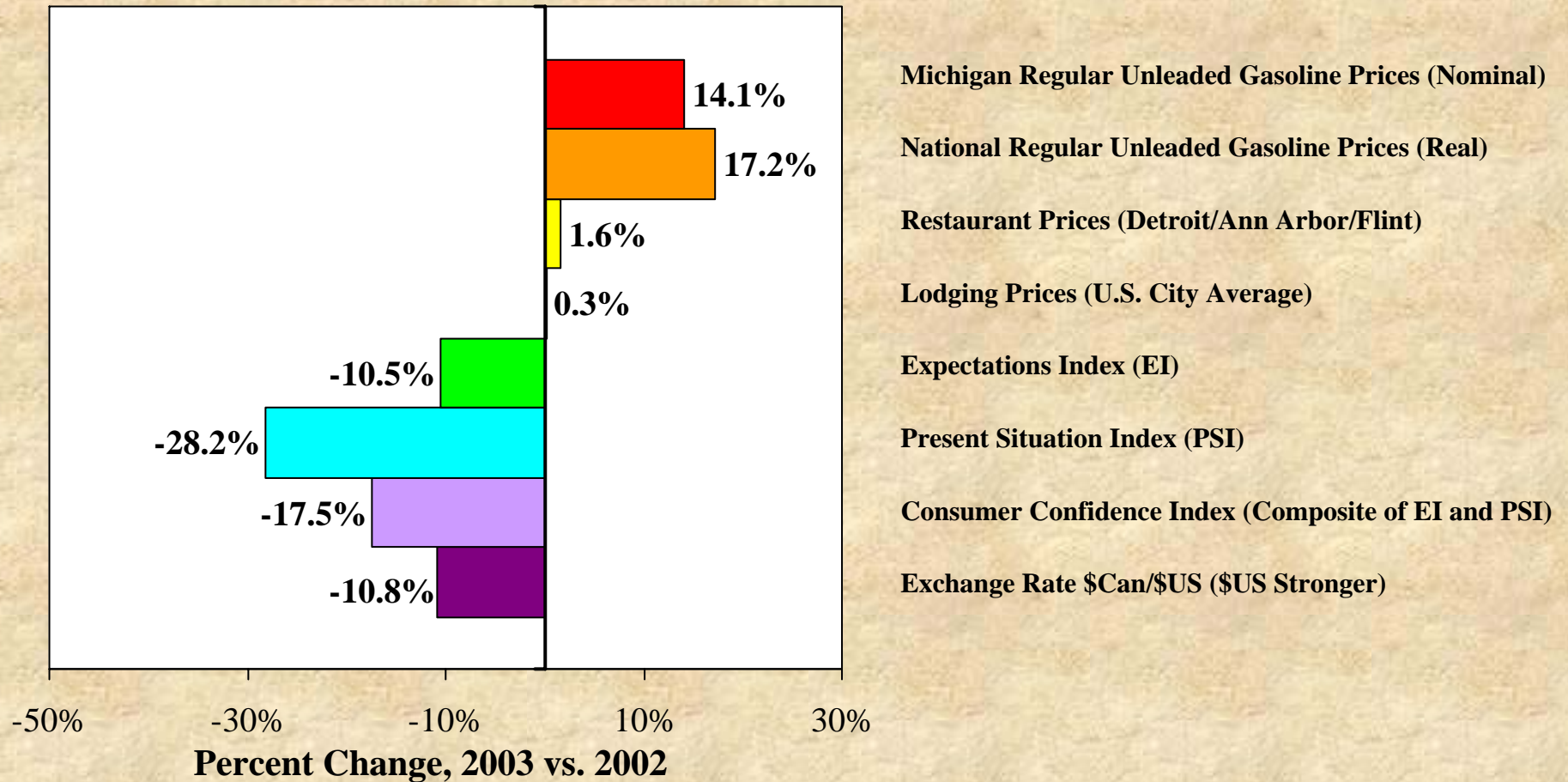
## Graph 2: Average Maximum Temperatures in Michigan



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

# Michigan Travel Industry Indicators, 2003 vs. 2002

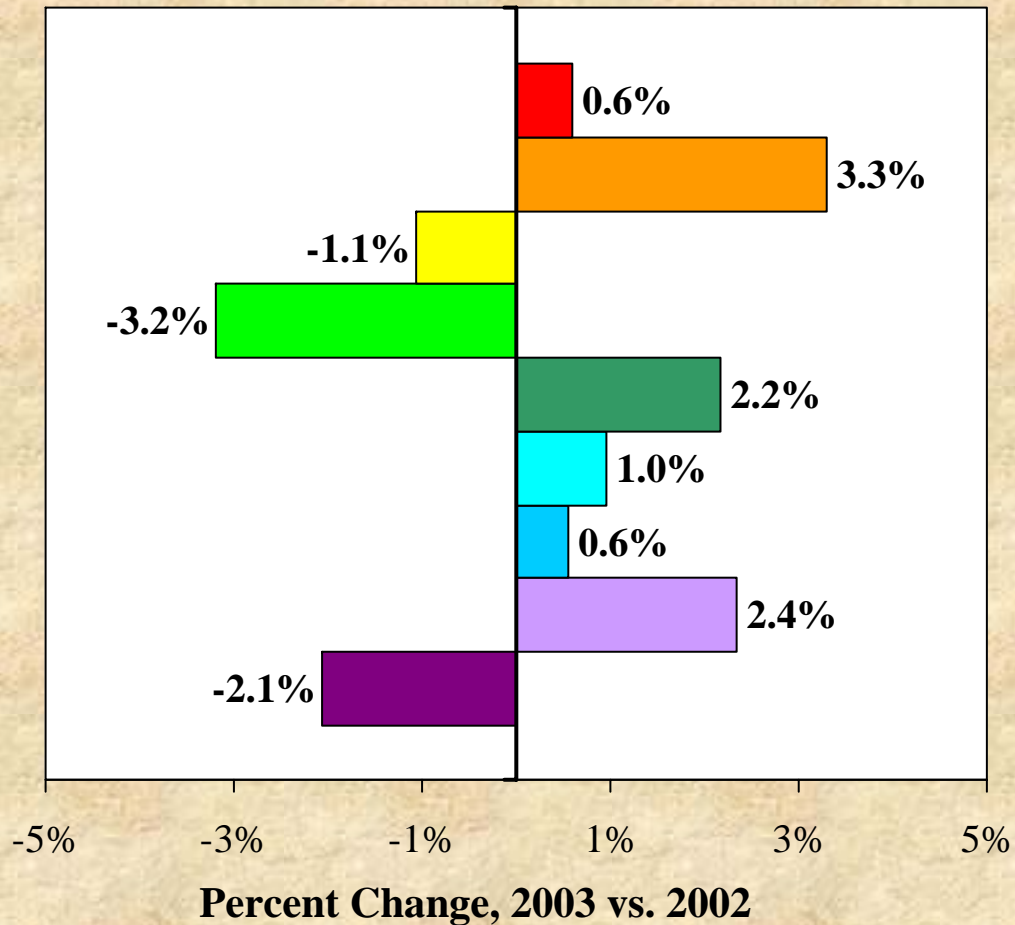
## Graph 3: Economic Indicators



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

# Michigan Travel Industry Indicators, 2003 vs. 2002

## Graph 4: Travel Activity Indicators



Highway Traffic Counts (All Available Rural Stations)

State Park Overnight Stays (All Parks)

CVB Room Assessments, U.P. (6 CVBs)

CVB Room Assessments, N.L.P. (12 CVBs)

CVB Room Assessments, S.L.P. (14 CVBs)

CVB Room Assessments, Statewide (32 CVBs)

SIC 701 Sales + Use Taxes

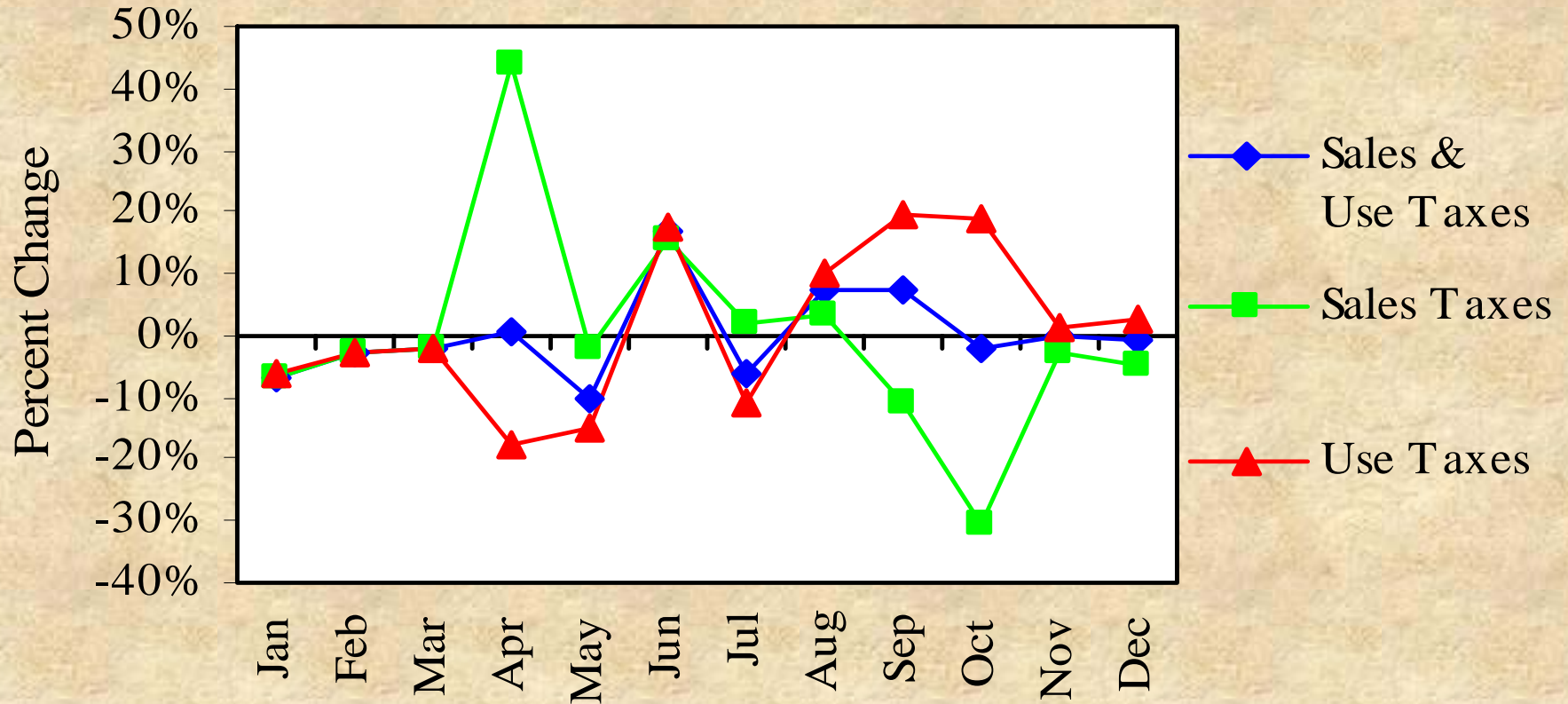
SIC 701 Use Taxes

SIC 701 Sales Taxes

Sources: MDOT; MDNR, Parks & Recreation; MSU Travel, Tourism & Recreation Resource Center; Michigan Dept of Treasury, Office of Revenue & Tax Analysis

# Michigan Travel Industry Indicators, 2003 vs. 2002

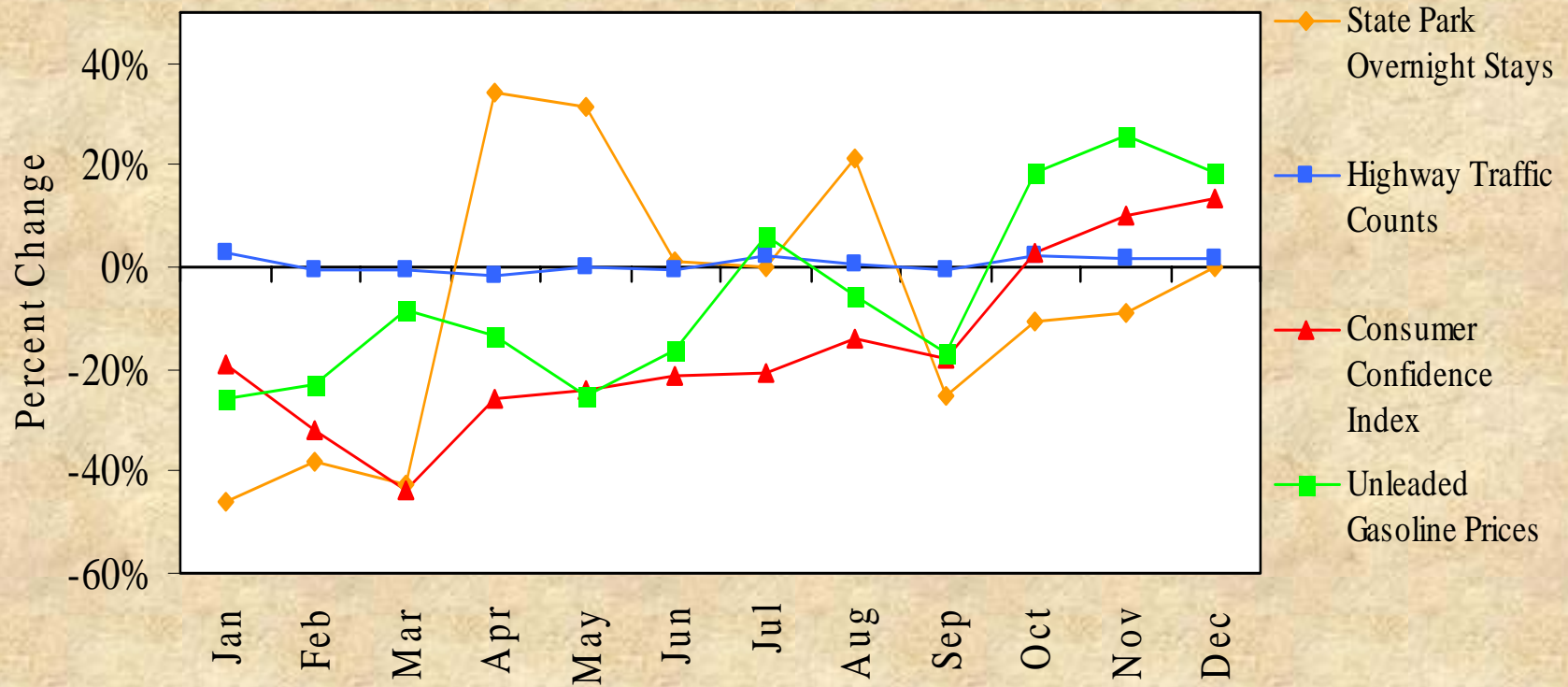
## Graph 5: Monthly Percent Change in Hospitality Taxes



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

# Michigan Travel Industry Indicators, 2003 vs. 2002

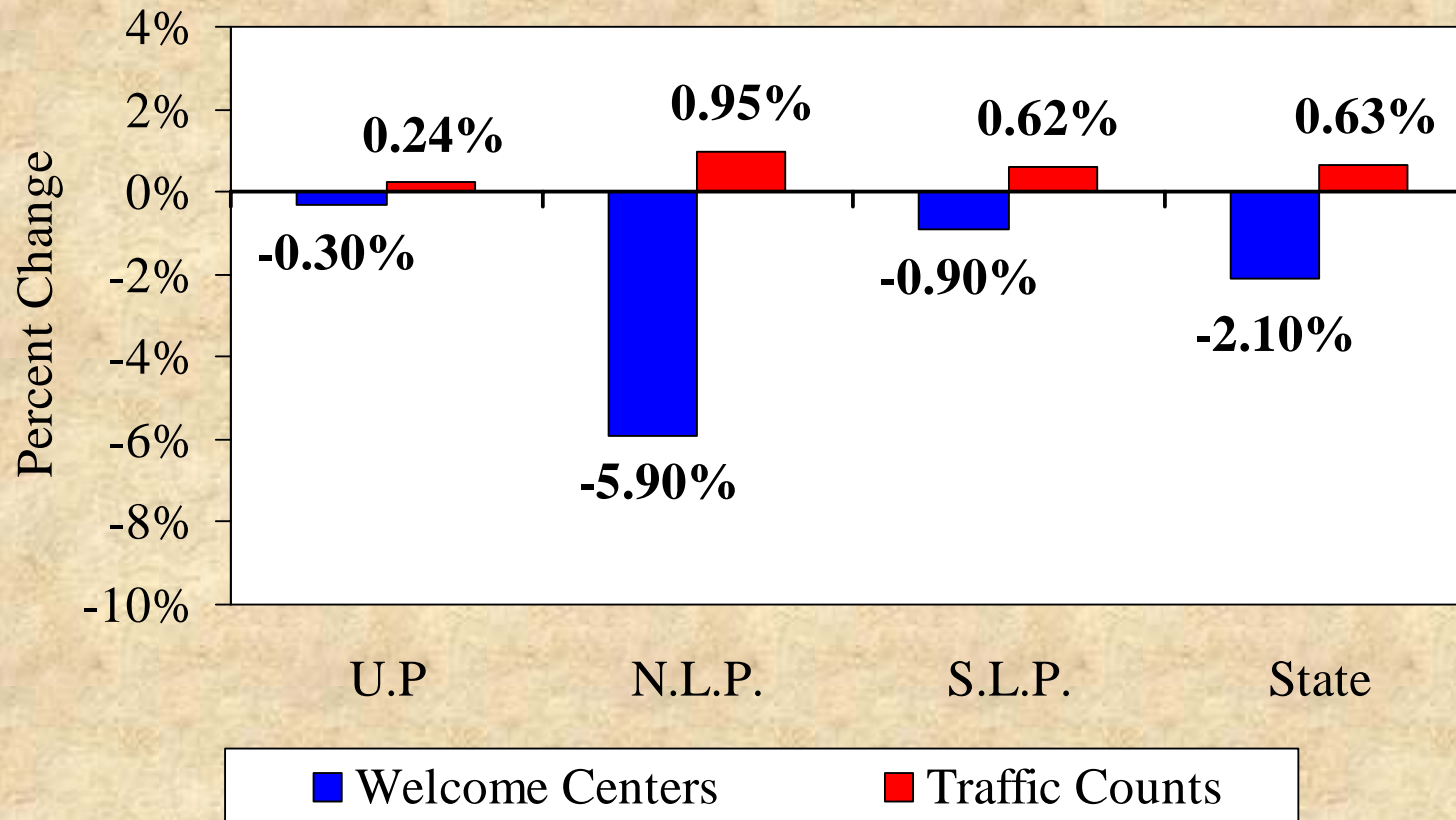
## Graph 6: Monthly Changes in Michigan Travel Indicators



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

# Michigan Travel Industry Indicators, 2003 vs. 2002

## Graph 7: Welcome Center Visitor Counts & Traffic Counts

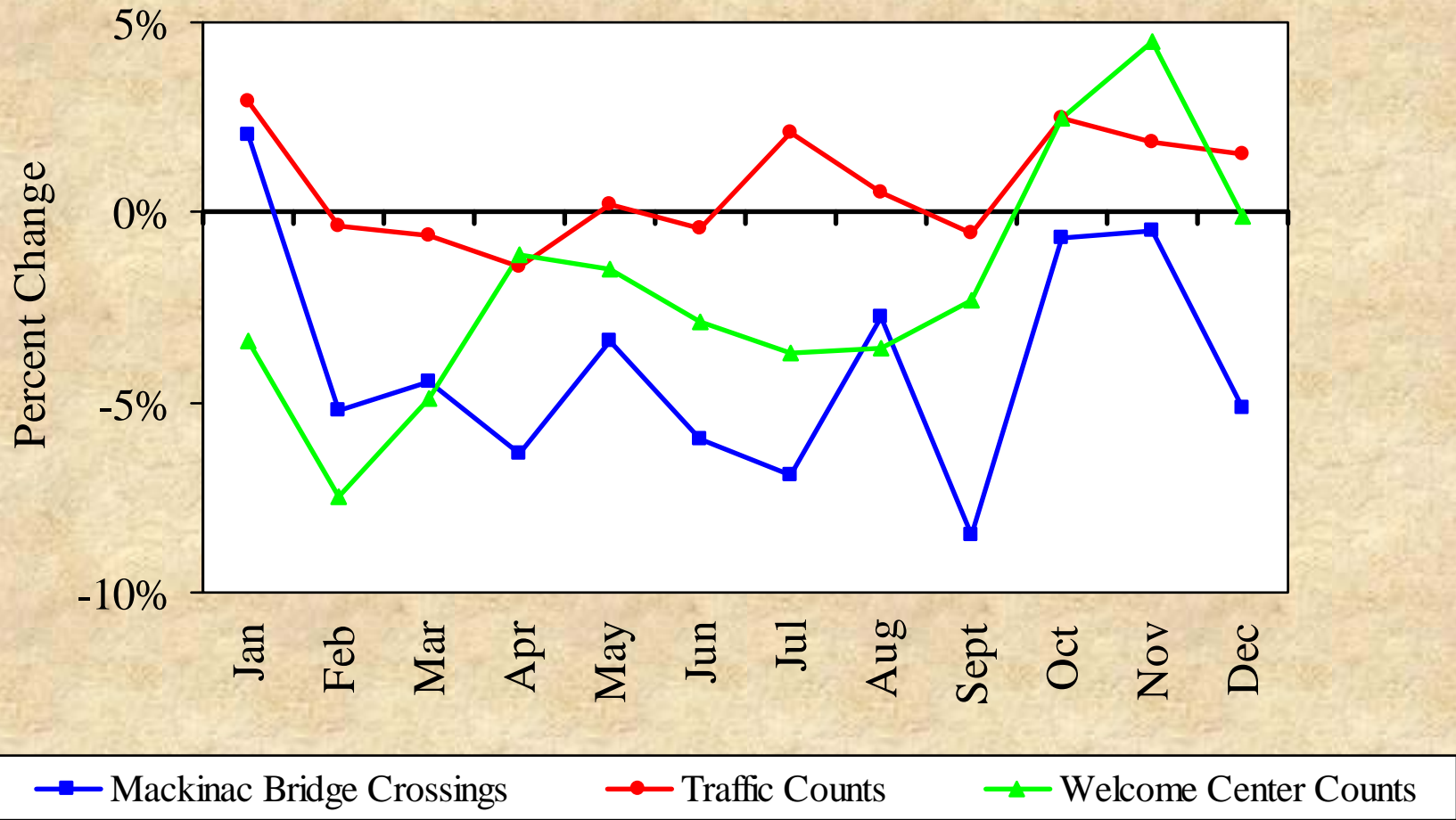


Welcome Centers: U.P. Data = Sault Ste. Marie, Menominee, Marquette, Ironwood, & Iron Mt.; N.L.P. Data = Mackinaw City, St. Ignace, & Clare; S.L.P. Data = Port Huron, New Buffalo, Monroe, & Dundee

Source: Travel Michigan, Michigan Department of Transportation

# Michigan Travel Industry Indicators, 2003 vs. 2002

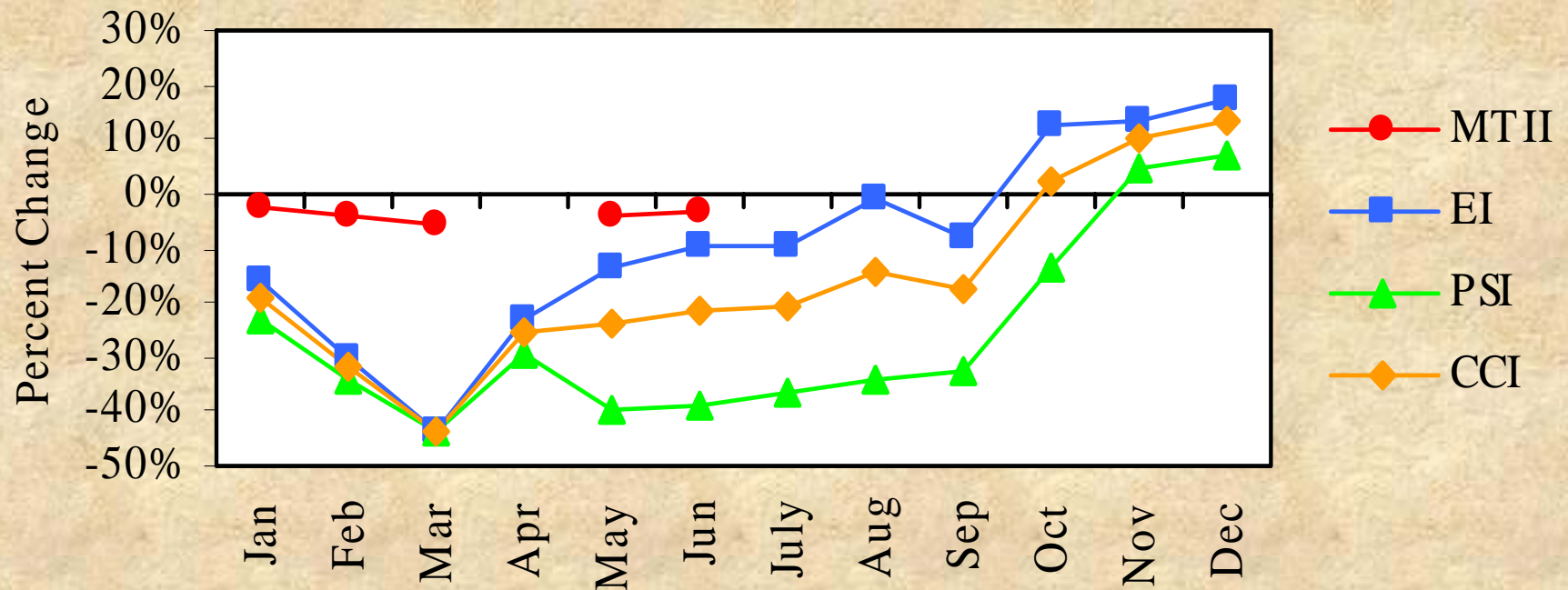
## Graph 8: Upper Peninsula Travel Indicators



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

# Michigan Travel Industry Indicators, 2003 vs. 2002

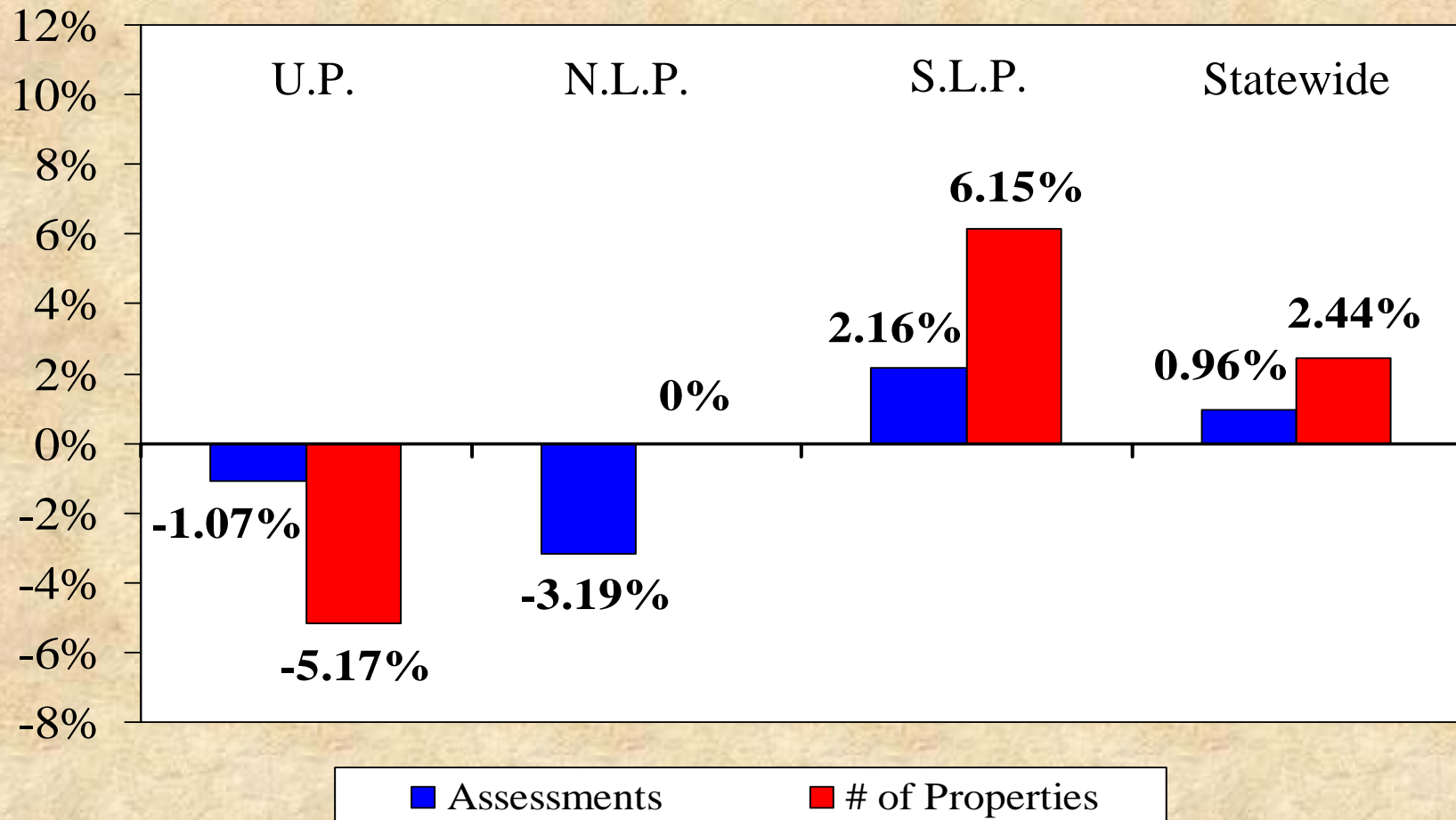
## Graph 9: Monthly Percent Change in Indicators



Source: MSU Tourism Center; The Conference Board

# Michigan Travel Industry Indicators, 2003 vs. 2002

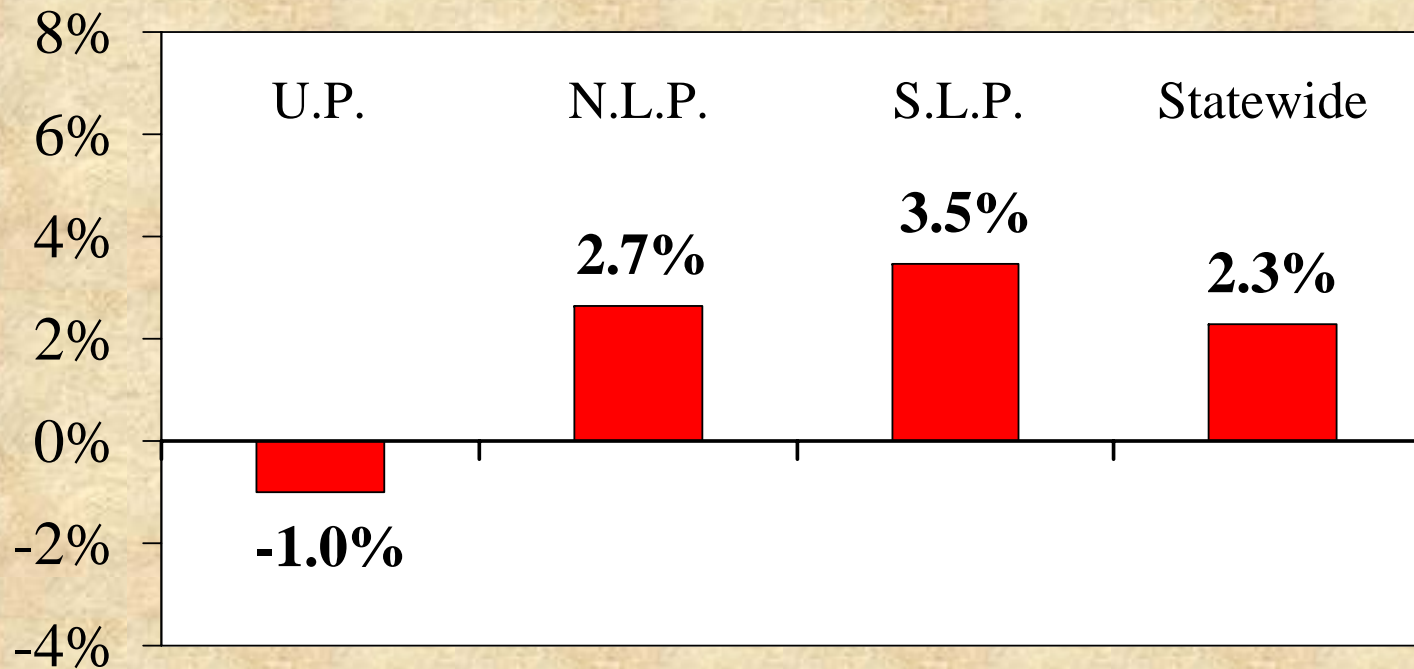
## Graph 10: Percent Change in Assessments and Properties



Source: 2004 TTRRC Survey of Assessment Districts

## Michigan Travel Industry Indicators

### Graph 11: Percent Change Anticipated for 2004 Assessments



Source: 2004 TTRRC Survey of Assessment Districts