

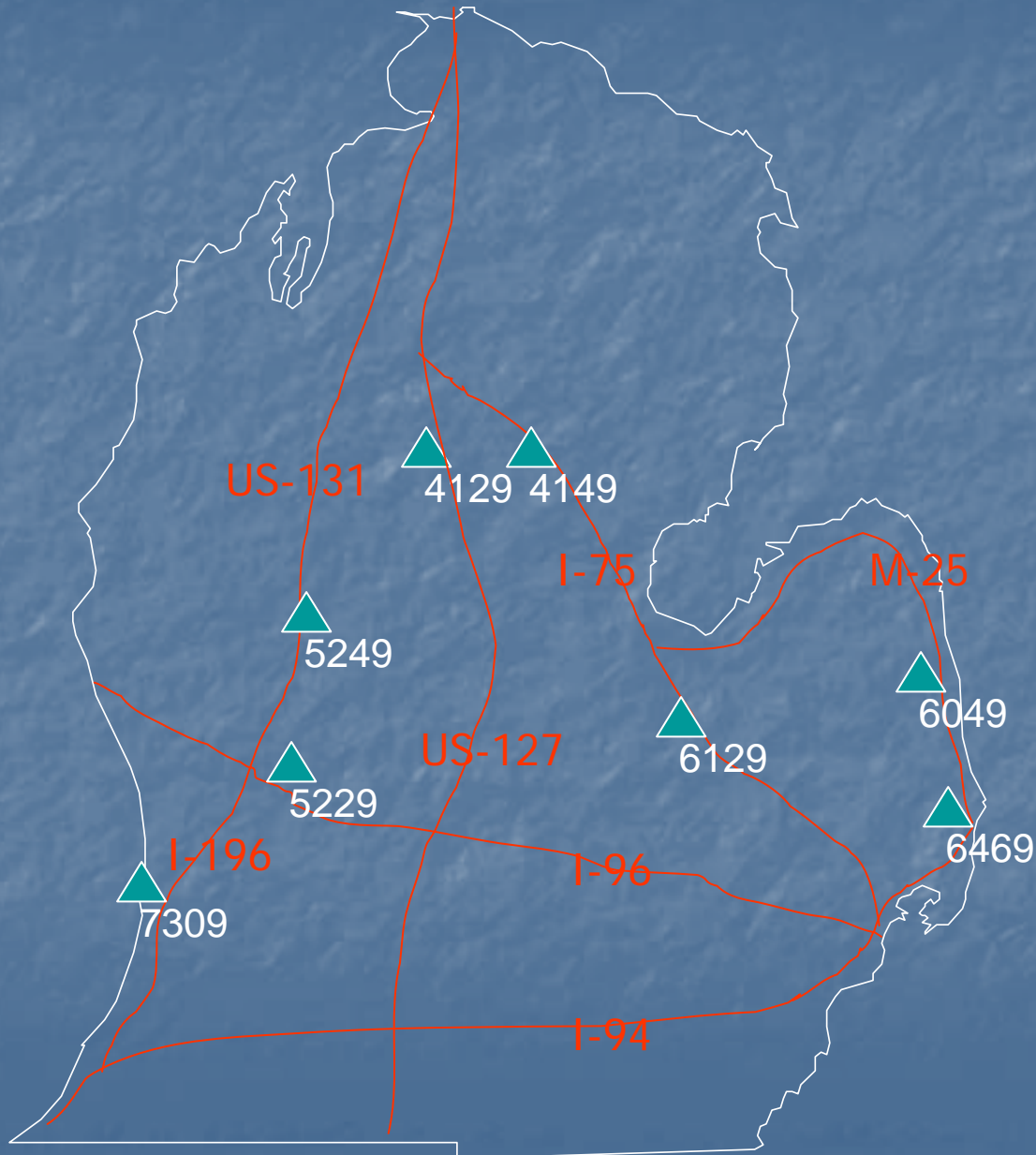
Tourism Traffic Decision Support Tool

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May 9th, 2005

What's Determining Tourism Traffic?

- Highway Traffic: daily records from MDOT; excluding commercial truck traffic
- Factors influencing traffic: weather, economy, leisure time, price
- Objective: develop computer interface to examine impact of weather variation on future tourism traffic volume
- Variables shown in tool: date, maximum temperature, precipitation, Consumer Confidence Index
- Variables hidden behind the scene: seasons, holidays, weekends, time trends
- Variables excluded in modeling: auto ownership costs, gas prices, Great Lakes water levels, unemployment rates, heat index

Selected MI Traffic Stations



- Individual interfaces will be built for 8 traffic stations
- No good statistical model found in U.P. (local traffic) or Metro Detroit region (commuter/ business traffic) stations
- Mostly in tourist-concentrated areas/routes

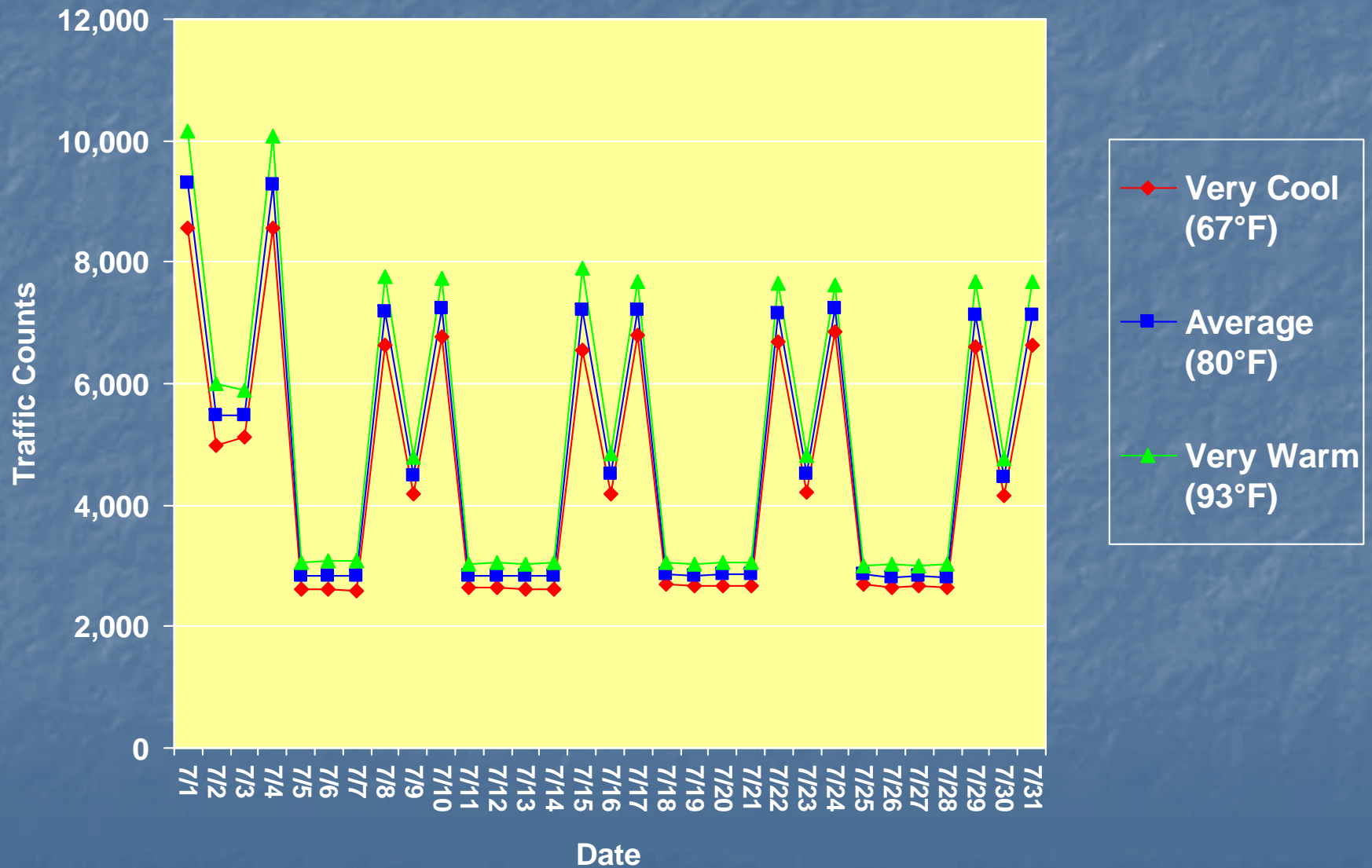
July 4th, 2005 Highway Traffic Projection

(US-127, North of Clare)

July 4 th , 2005	Daily Max. Temperature Scenarios		
	Very Cool (64°F)	Average (78°F)	Very Warm (92°F)
Traffic Counts	8,573	9,287	10,061
% Change from Average	-7.7%		8.3%

July 2005 Daily Highway Traffic Projection

(US-127 North of Clare, MI)

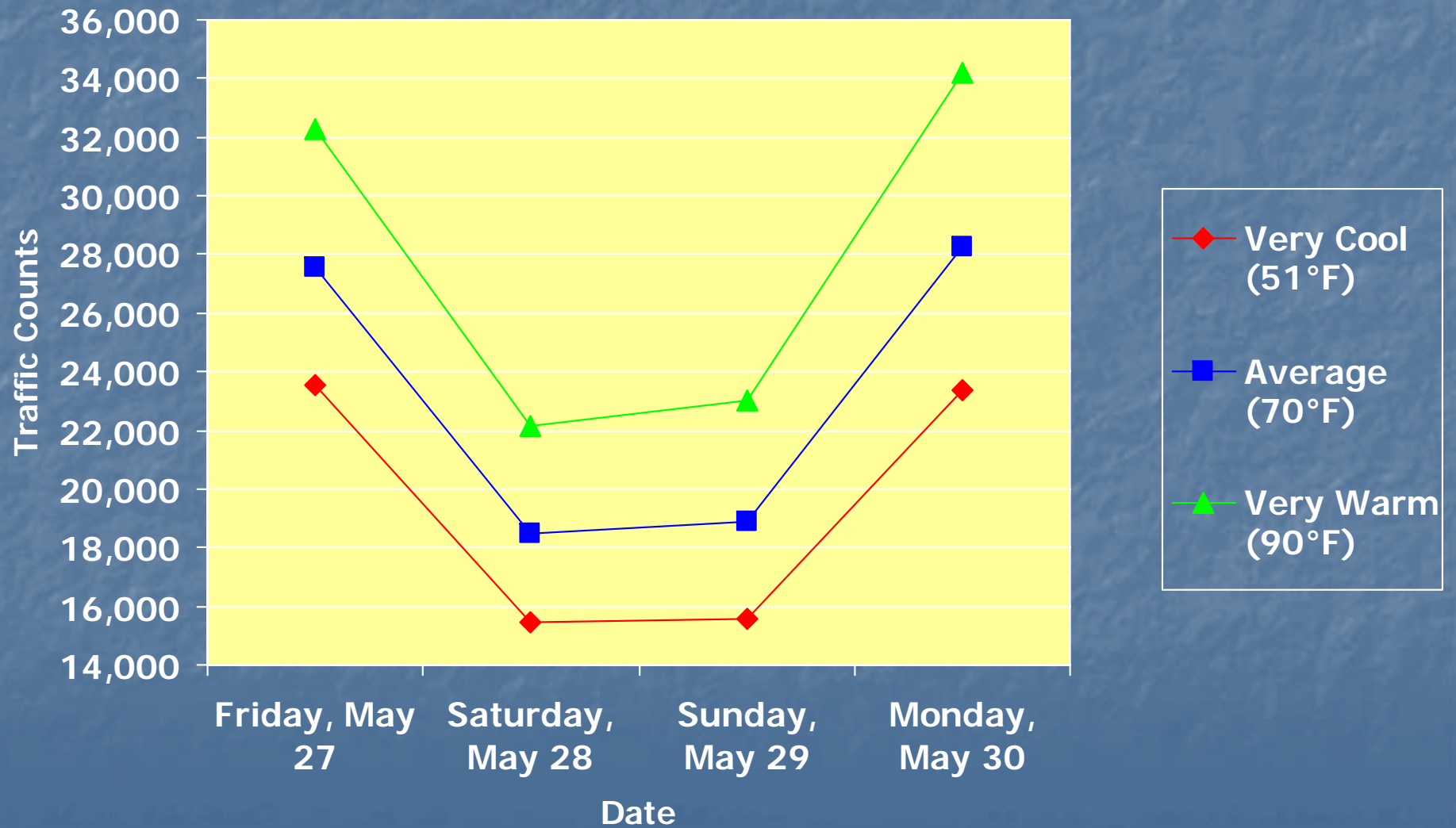


July 2005 Highway Traffic Projection

(US-127, North of Clare)

July 2005	Average Max. Temperature Scenarios		
	Very Cool (67°F)	Average (80°F)	Very Warm (93°F)
Total Monthly Traffic Counts	137,205	147,530	158,649
% Change from Average	-7.0%		7.5%

Memorial Day Weekend 2005 Daily Highway Traffic Projection (US-127 North of Clare, MI)



Memorial Day Weekend 2005 Highway Traffic Projection (US-127, North of Clare)

May 27-May 30	Average Max. Temperature Scenarios		
	Very Cool (51°F)	Average (70°F)	Very Warm (90°F)
Total Weekend Traffic Counts	77,896	93,225	111,598
% Change from Average	-16.4%		19.7%

Examples of Using Decision Support Tool

Tool may be useful for:

- Special event planners
- Campground owners
- Canoe livery rentals
- CVB directors
- Restaurant managers