

# What might be the impacts of climate change on tourism in the Great Lakes region?

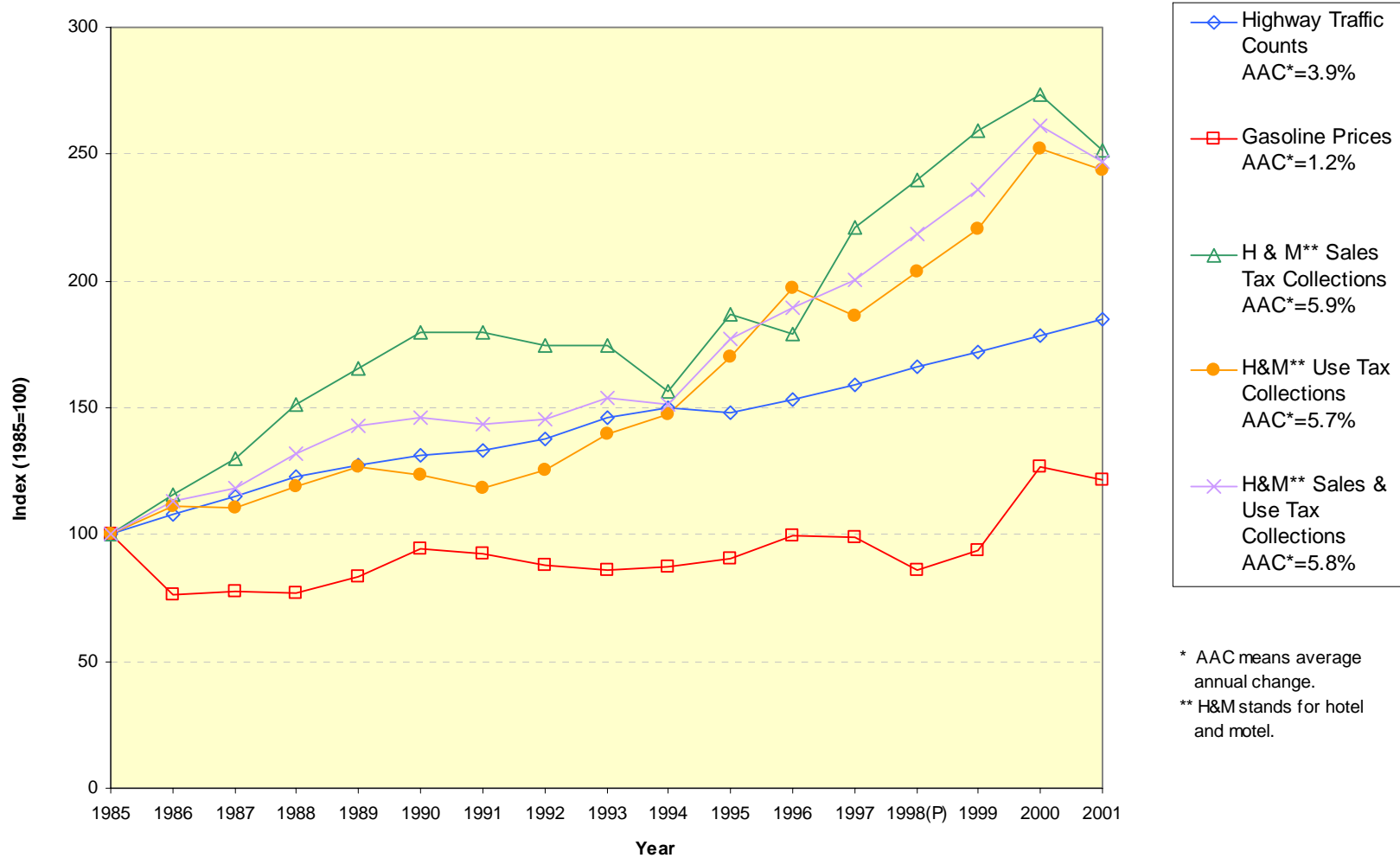
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### Statewide Trends in Selected Industry Indicators, 1985-2001



\* AAC means average annual change.

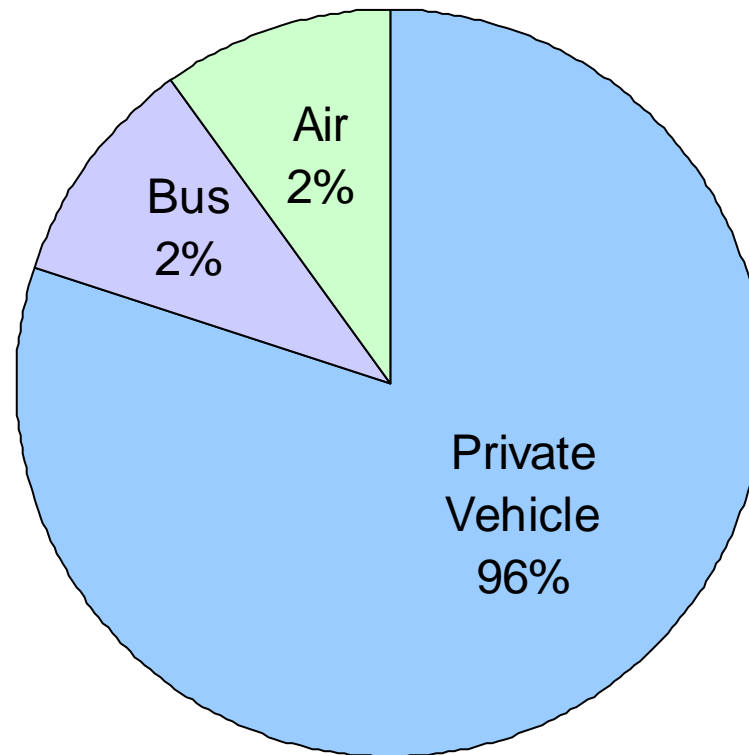
\*\* H&M stands for hotel and motel.

Note: In 1998, the value for all three of the Sales & Use Tax Collection points were projected [hence 1998(p)], due to missing data. Highway traffic counts and gasoline prices were based on actual data.

Sources: Michigan Department of Transportation, AAA Michigan, Michigan Department of Treasury



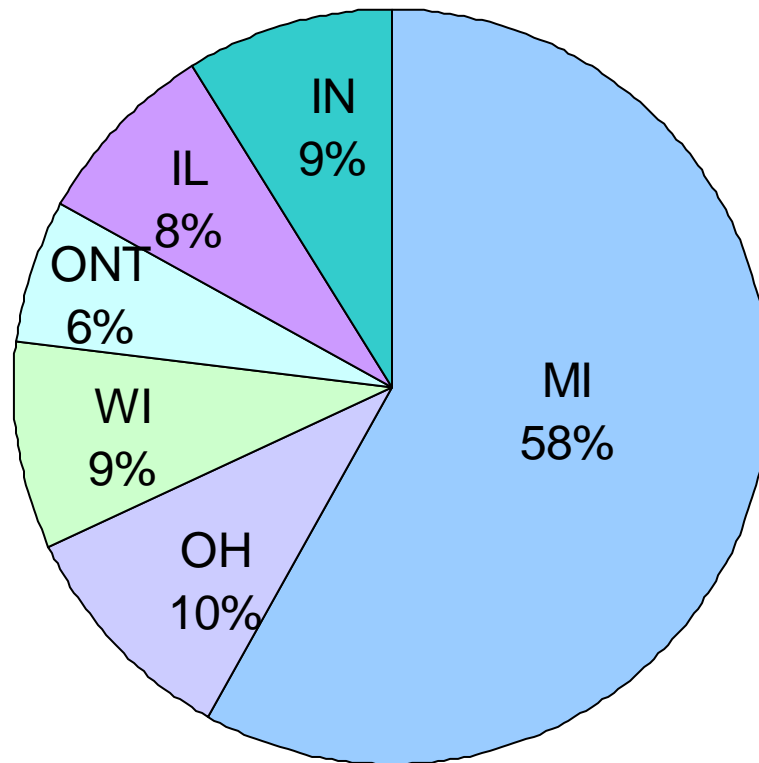
# Primary Mode of Transportation on Michigan Pleasure Trips



Source: Michigan Travel Market Survey (1996-2001). Tourism Resource Center, Michigan State University.



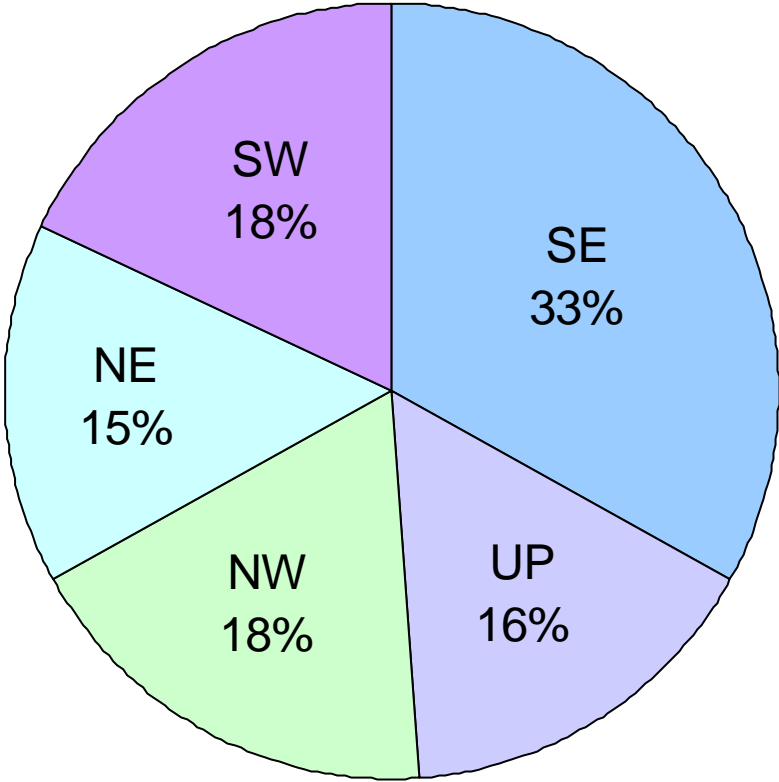
# Origins of Pleasure Trips to Michigan From Within the Study Region



Source: Michigan Travel Market Survey (1996-2001). Tourism Resource Center. Michigan State University.



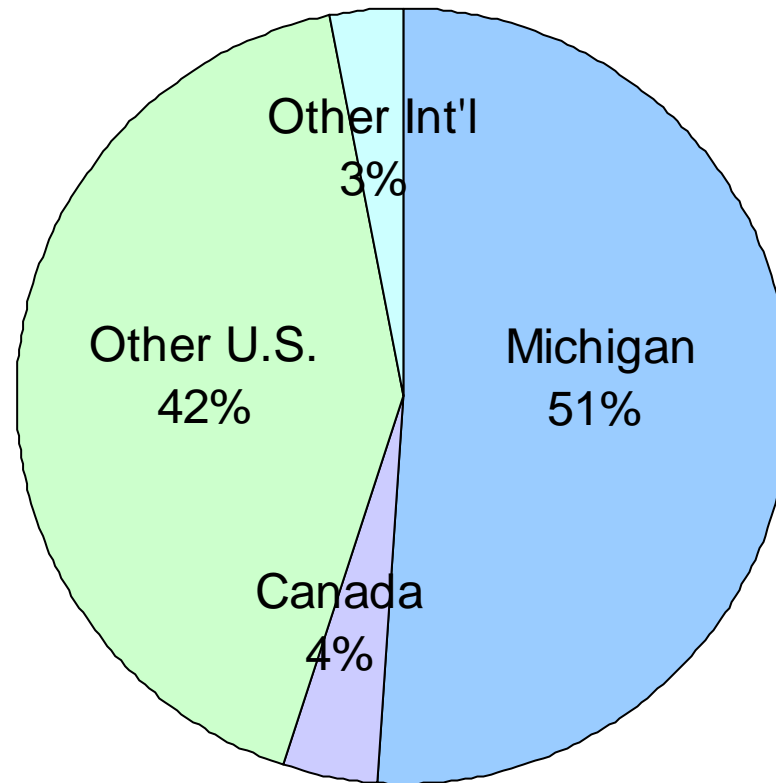
# Distribution of Michigan Pleasure Travel by Region



Source: Michigan Travel Market Survey (1996-2001). Tourism Resource Center. Michigan State University.



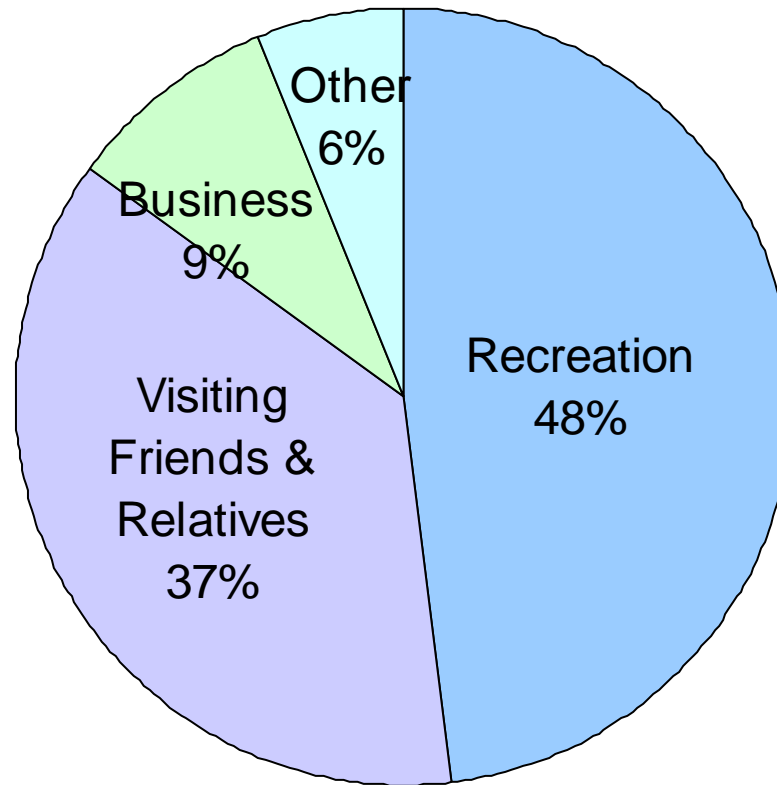
# Destination of Michigan Residents' Pleasure Trips



Source: Michigan Travel Market Survey (1996-2001). Tourism Resource Center, Michigan State University.



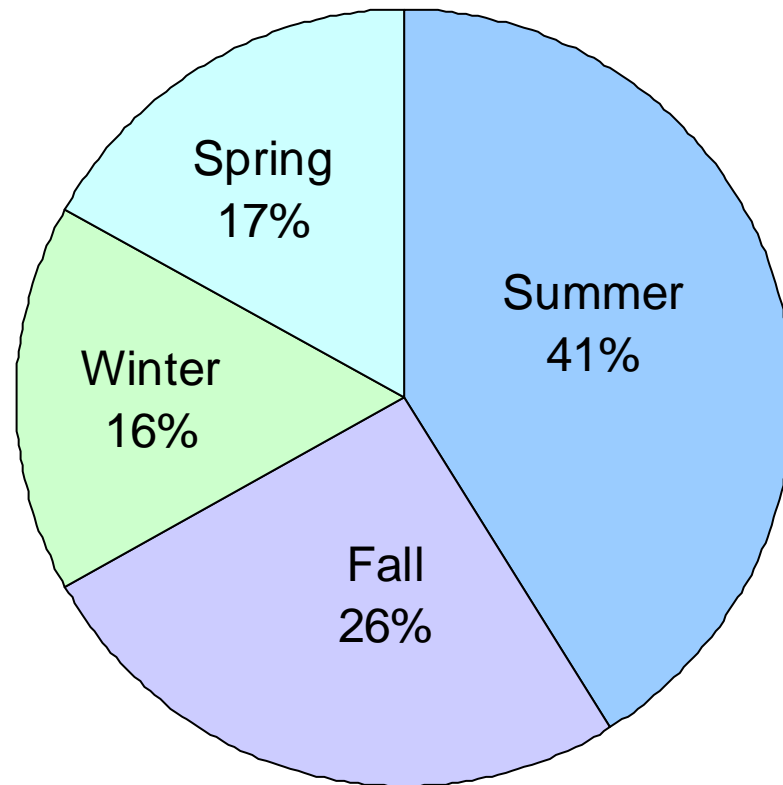
# Distribution of Michigan Trips from Prime Market Area by Purpose



Source: Michigan Travel Market Survey (1996-1998). Tourism Resource Center, Michigan State University.



# Distribution of Michigan Pleasure Trips by Season

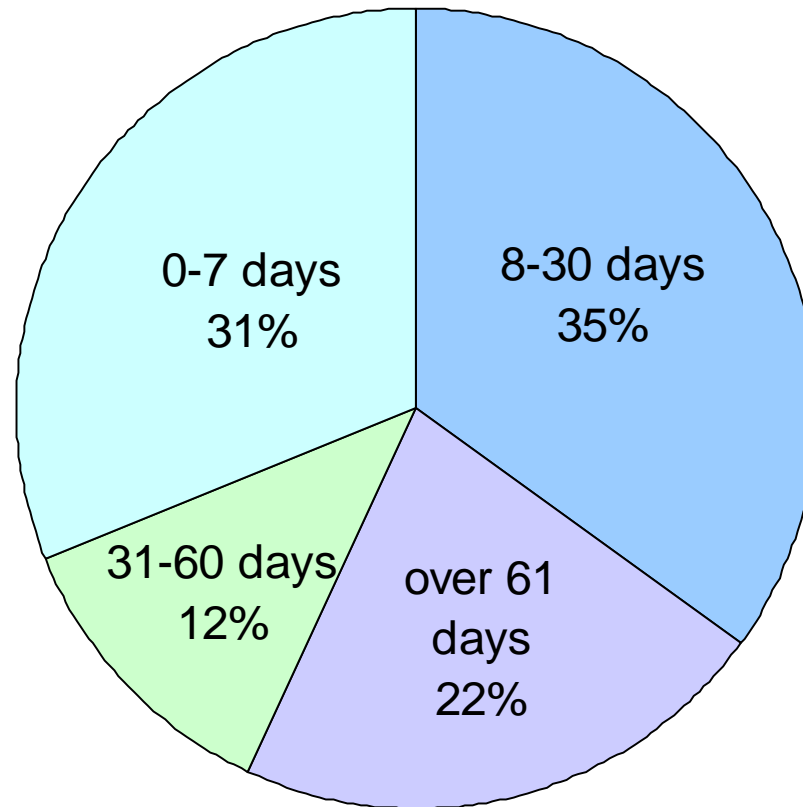


Summer - June-August  
Fall - September-November  
Winter - December-February  
Spring - March-May

Source: Michigan Travel Market Survey (1996-2001). Tourism Resource Center, Michigan State University.



# Length of Trip Planning Horizons for Michigan Pleasure Travelers

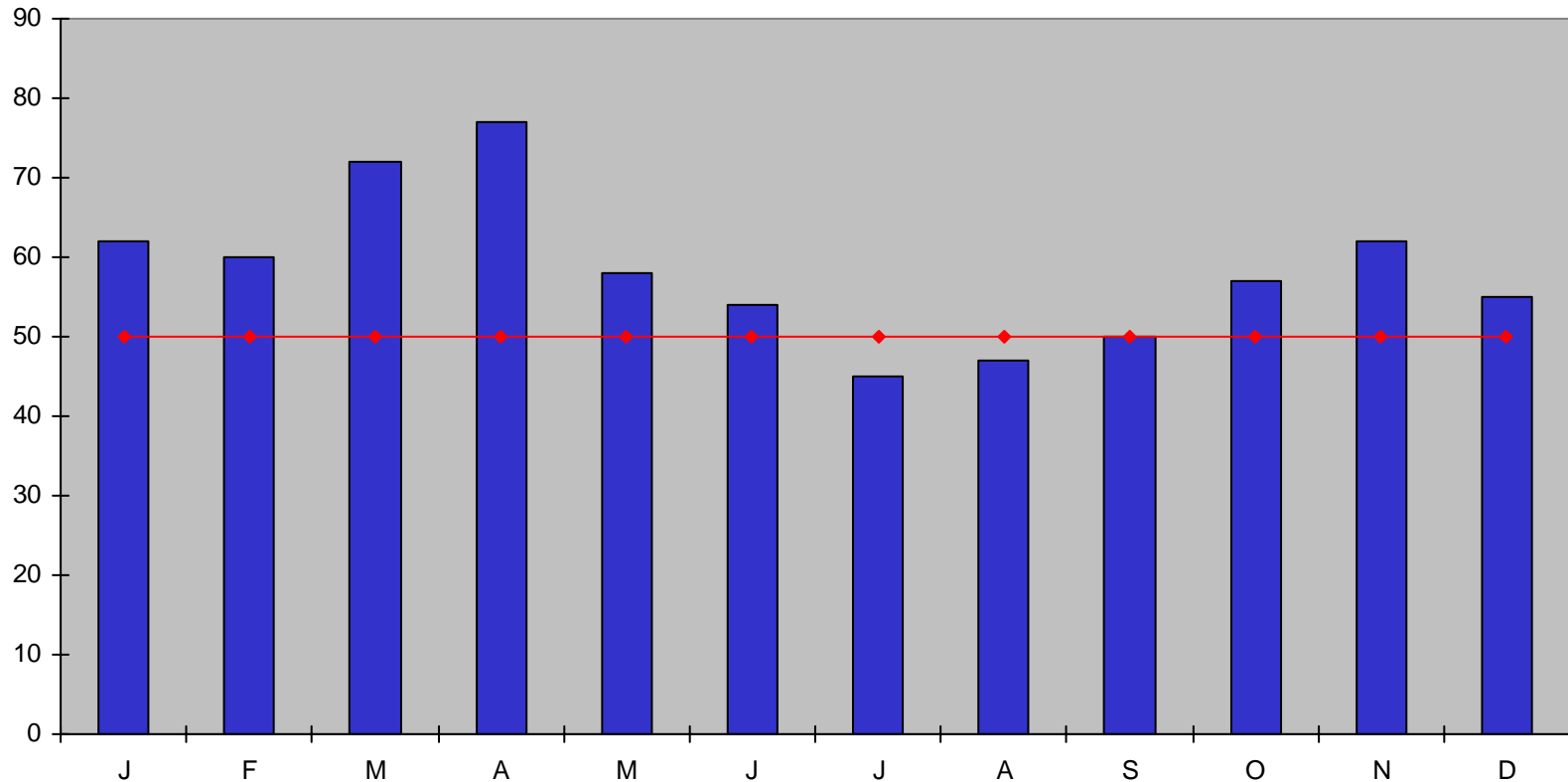


Planning horizons are short and becoming shorter.

Source: Michigan Travel Market Survey (1996-2001). Tourism Resource Center. Michigan State University.



# Percentage of Michigan Residents' Trips to Out-of-state Destinations by Month



Source: Michigan Travel Market Survey (1996-1998). Tourism Resource Center, Michigan State University.



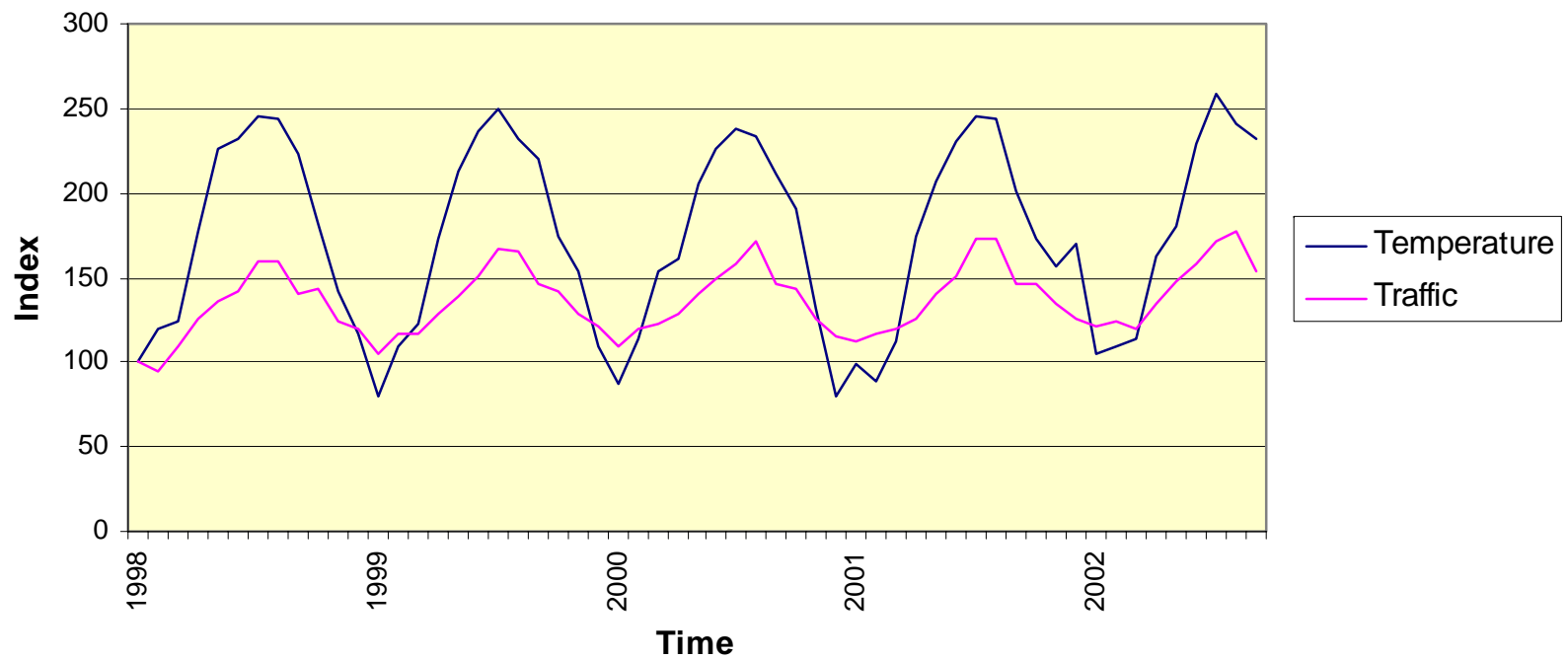
# Selected Characteristics of Michigan Pleasure Trips by Season

<u>Variable</u>	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>
Mean Nights Away From Home	3.60	4.20	3.39	2.79
Mean Trip Expenditures	\$426	\$526	\$429	\$519
Mean Trip Expenditures/Night	\$118	\$125	\$127	\$186
% Who Used Hotel/Motel/Lodge	47%	40%	45%	46%

Source: Michigan Travel Market Survey (1996-2001). Tourism Resource Center. Michigan State University.



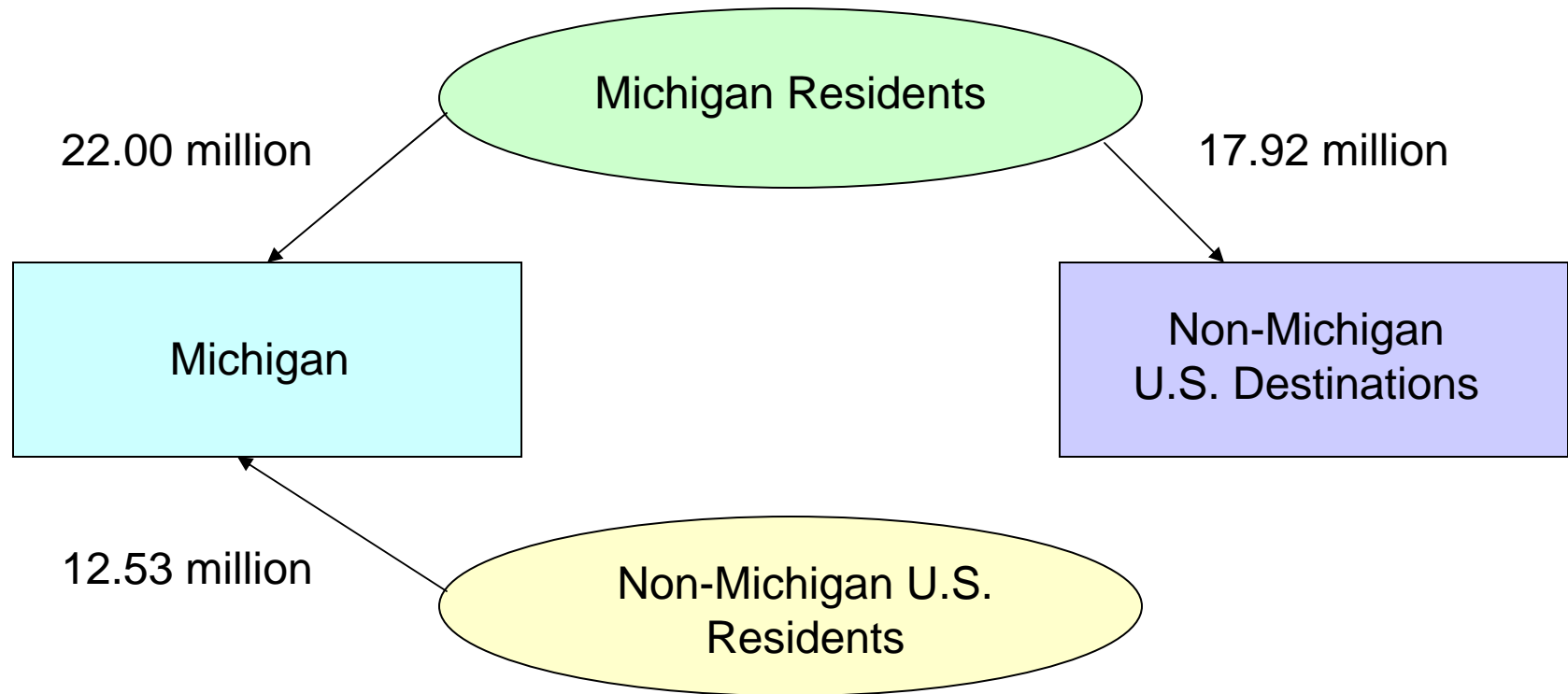
### Comparison of Monthly Temperatures and Traffic Volume in the Traverse City Area



Sources: Michigan Department of Transportation & Midwestern Climate Center



# Domestic Travel To, From and In Michigan (Person-trips)



Michigan held a domestic travel trade deficit of 5.39 million person-trips in 1995.

Source: American Travel Survey. U.S. Census Bureau.



In 1995, Michigan resident travelers to other U.S. destinations spent over \$1.5 billion more than U.S. visitors from other states spent in Michigan.

Had this \$1.5 billion been captured by Michigan's tourism industry, it would have created about 30,000 jobs for Michigan residents.



# Why the Deficit?

- **Climate** - Long winters/mud season
- **Great Lakes** - Barriers to east-west travel across Michigan
- **Geographic Location** - To the north of North American population centers
- **Relatively Wealthy Population** - Residents can afford to travel

-etc.-



# Impacts of Warmer Climate on Tourism

- Improved road conditions – more highway travel
- Longer warm season – more golf, angling, trail use, beach visits, boating
- Extended second home season
- Shorter snow season in northern Michigan – shift in winter sports to western. U.P. & out-of-state
- Longer “brown/mud” season – less appealing to driving for pleasure



# Climate Change Coping Strategies

- 1) Counter inconsistent weather patterns with more accurate and timely conditions reports.
- 2) Adjust timing of promotional message to fit markets' reduced trip planning horizons and existing weather conditions.
- 3) Expand non-weather dependent offerings – spa, exercise equipment.



# Climate Change Coping Strategies

- 4) Create packages in partnership with other “entertainment” assets in your areas. (Staff should be well versed in what your area has to offer and should be forthcoming in providing advice to your guests.)
- 5) Design facilities and operating systems to be flexible and accommodate changes in weather conditions.
- 6) Explore what you might do to improve on Mother Nature.



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