2011 MICHIGAN TOURISM PAST PERFORMANCE AND FUTURE EXPECTATIONS

The Pure Michigan Governor's Conference on Tourism
March 20-22, Kalamazoo, MI

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Department of Community, Agriculture, Recreation and Resource Studies
Michigan State University

OUTLINE

- Overview of industry – global and national
- 2010 Michigan tourism year-in-review
- 2011 Michigan tourism forecast

TOURISM INDUSTRY: GLOBAL AND NATIONAL PERSPECTIVES

TOURISM INDUSTRY ON THE GLOBAL LEVEL (IA)

- The Travel & Tourism Economy (TTE) grew by 2% in 2010
- Due to a "faster-than-expected rebound in international travel"
- The TTE is projected to grow by 4.5% in 2011; an average growth rate of 4.2% per annum is projected through 2021
- The global contribution of travel and tourism in 2011:
  - direct – US$1.8 trillion, 99 million jobs
  - indirect – US6 trillion (9.1% of GDP), 258 million jobs (8.8% of global employment)

Source: World Travel & Tourism Council http://www.wttc.org/bin/pdf/original_pdf_file/viewpoint_spring_2011final.pdf

TOURISM INDUSTRY ON THE GLOBAL LEVEL (IB)

- "Travel & Tourism creates jobs, generates exports and stimulates investment. At a time of post-crisis global recovery, it is in a unique position to power sustainable growth around the globe ... But it must have the clear support of governments and policy makers if that potential is to be realised."

Source: World Travel & Tourism Council http://www.wttc.org/bin/pdf/original_pdf_file/viewpoint_spring_2011final.pdf

TOURISM INDUSTRY ON THE GLOBAL LEVEL (IIA)

Tourism in 2010 – "A Multi-Speed Recovery"

- 935 million international tourism arrivals, up 6.7% over 2009
  - All world regions saw increases in arrivals, but highest in emerging regions
  - Middle East +14%, Asia & Pacific +13%
  - Americas +7%, Europe +3%
- Data on international tourism receipts not yet finalized
  - But expected that growth in receipts will lag behind that of arrivals (as is typical in times of recovery)
- "Tourism's quick recovery in 2010 confirms the sector's resilience in the medium and long term, confirming that it is a key driver of growth and much needed employment in a changing economic setting."

Source: UNWTO http://unwto.org/facts/eng/pdf/barometer/UNWTO_Barom11_1_key_trends_en.pdf

TOURISM INDUSTRY ON THE GLOBAL LEVEL (IIB)

Forecast for 2011

- International tourism arrivals projected to increase 4-5% in 2011
- Emerging regions will continue to lead growth
- "In the advanced economies, major challenges to the projected growth are linked to the economic outlook, including high unemployment and weak consumer confidence."

Source: UNWTO http://unwto.org/facts/eng/pdf/barometer/UNWTO_Barom11_1_key_trends_en.pdf

TOURISM INDUSTRY ON THE NATIONAL LEVEL (I)

- International visitors up 10% (2010 YTD through Nov)
- International visitor spending up 12% (2010 YTD through Nov)
- Total travel + tourism employment up 2% (through Q3)
- 2010 was the 22nd consecutive year that the travel and tourism industry generated a balance of trade surplus in the US (of $28.5 billion through Nov 2010, up 48% YTD)

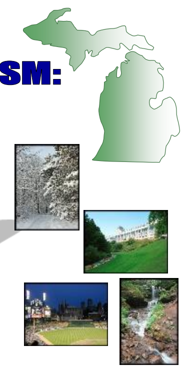
Source: U.S. Office of Travel and Tourism Industries (OTTI) http://tinet.ita.doc.gov/pdf/state-of-travel-and-tourism-Nov-2010.pdf

TOURISM INDUSTRY ON THE NATIONAL LEVEL (II)

- WTTC has described the past ten years as "a lost decade" for the US travel and tourism industry
- For 2011
  - a projected 3.3% increase in international arrivals
  - a projected 6.4% in visitor spending
  - US$1.6 billion contribution to GDP (9% of total)
  - 15.1 million jobs (1 in 9 of total)

Source: WTTC http://www.wttc.org/bin/pdf/original_pdf_file/viewpoint_spring_2011final.pdf

MICHIGAN TOURISM:
A LOOK BACK AT THE YEAR
2010



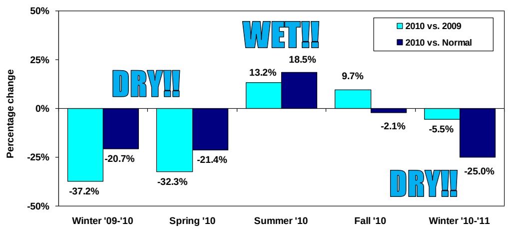
MICHIGAN TOURISM: A LOOK BACK AT THE YEAR 2010

- Weather
- Traffic counts, bridge crossings and gas prices
- Sales and use tax
- Visits to attractions
- Hotel occupancy
- CVB taxes and assessments
- Consumer confidence
- Comerica Bank MI Tourism Index

THE WEATHER

"Everybody talks about the weather but nobody does anything about it."

MICHIGAN TOURISM INDUSTRY INDICATORS: TOTAL PRECIPITATION BY SEASON



Spring: March, April, May
Summer: June, July, August

Fall: September, October, November
Winter: December, January, February

Source: Midwestern Regional Climate Center.

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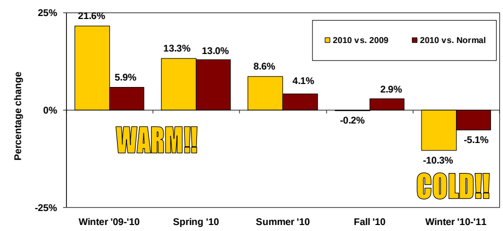
MICHIGAN TOURISM INDUSTRY INDICATORS: AVERAGE MAXIMUM TEMPERATURES BY SEASON



Spring: March, April, May
Summer: June, July, August

Fall: September, October, November
Winter: December, January, February

Source: Midwestern Regional Climate Center.

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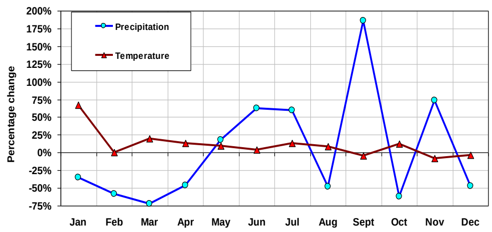
MICHIGAN TOURISM INDUSTRY INDICATORS: 2010 VS 2009 WEATHER BY MONTH



Source: Midwestern Regional Climate Center.

Annual Changes:

Precip. - 11.5% Temp. 7.8%

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TRAFFIC, BRIDGE CROSSINGS & GAS

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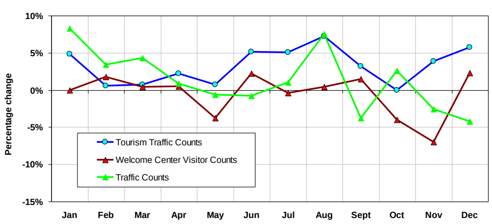
MICHIGAN TOURISM INDUSTRY INDICATORS: 2010 VS 2009 HIGHWAY TRAFFIC AND WELCOME CENTER VISITOR COUNTS



Annual Change:

Traffic 1.2% Welcome Centers – 0.5%

Tourism Traffic 3.9%

Source: MI Department of Transportation, MEDC.

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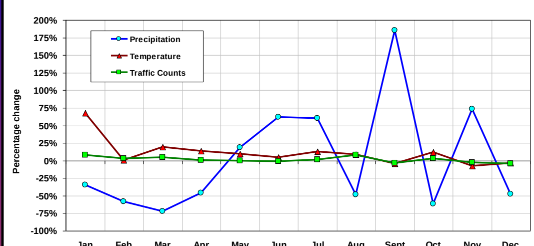
MICHIGAN TOURISM INDUSTRY INDICATORS: 2010 VS 2009 WEATHER AND TRAFFIC



Source: Midwestern Regional Climate Center;
Michigan Department of Transportation.

Annual Changes:

Precip. - 11.5% Temp. 7.8% Traffic 1.2%

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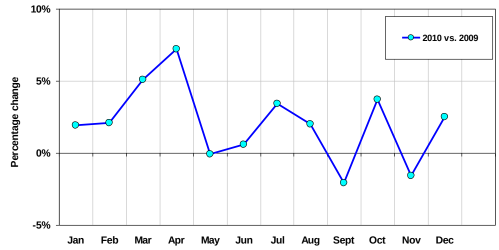
MICHIGAN HIGHWAY TRAFFIC COUNTS YEAR-TO-YEAR CHANGE

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2002	↑	↑	↓	↑	↑	↑	↑	↑	↑	↑	↑	↑
2003	↑	↑	↑	↑	↑	↓	↓	↑	↓	↑	↑	↑
2004	↓	↑	↑	↑	↓	↓	↑	↓	↑	↓	↓	↓
2005	↑	↓	↓	↓	↑	No change	↓	↓	↓	↓	↓	↓
2006	↑	↓	↑	↓	↓	↓	↓	↓	↑	↓	↑	↑
2007	↓	↓	↓	↓	↓	↑	↑	↑	↓	↓	↓	↓
2008	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓
2009	↓	↓	↓	↓	↓	↓	↑	↓	↑	↓	↑	↑
2010	↑	↑	↑	↑	↓	↓	↑	↑	↓	↑	↓	↓

Source: Michigan Department of Transportation.

MICHIGAN TOURISM INDUSTRY INDICATORS: 2010 VS 2009 MONTHLY MACKINAC BRIDGE CROSSINGS

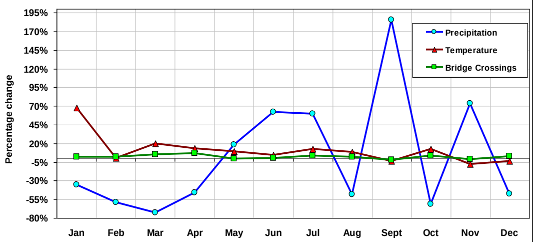


Annual Change: + 1.8%

Source: Mackinac Bridge Authority.

Michigan Tourism Outlook 2011 Michigan State University, Department of CARRS

MICHIGAN TOURISM INDUSTRY INDICATORS: 2010 VS 2009 WEATHER & MACKINAC BRIDGE CROSSINGS



Annual Change: Bridge + 1.8% Precip. -11.5% Temp. 7.8%

Source: Mackinac Bridge Authority; Midwestern Regional Climate Center.

Michigan Tourism Outlook 2011 Michigan State University, Department of CARRS

MACKINAC BRIDGE TRAFFIC COUNTS YEAR-TO-YEAR CHANGE

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2002	↓	↑	↓	↓	↑	↑	↑	↑	↑	↑	↓	↑
2003	↑	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓
2004	↓	↑	↓	↓	↓	↓	↓	↓	↑	↓	↓	↓
2005	↑	↓	↑	↓	↓	↓	↓	↓	↓	↓	↓	↓
2006	↓	↓	↓	↑	↓	↓	↓	↓	↑	↓	↑	↑
2007	↓	↓	↓	↓	↓	↓	↓	↑	↑	↑	↓	↓
2008	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓
2009	↓	↓	↓	↑	↑	↑	↑	↑	↑	↑	↑	↑
2010	↑	↑	↑	↑	↓	↑	↑	↑	↓	↑	↓	↑

Source: Mackinac Bridge Authority.

Michigan Tourism Outlook 2011 Michigan State University, Department of CARRS

MACKINAC BRIDGE TRAFFIC COUNTS YEAR-TO-YEAR CHANGE

Year	Count (million)	% from prev. year	Year	Count (million)	% from prev. year
1991	3.535	+ 4.3%	2001	4.676	- 1.7%
1992	3.678	+ 4.0%	2002	4.733	+ 1.2%
1993	3.993	+ 8.6%	2003	4.529	- 4.3%
1994	4.333	+ 8.5%	2004	4.427	- 2.2%
1995	4.557	+ 5.2%	2005	4.236	- 4.3%
1996	4.625	+ 1.5%	2006	4.133	- 2.4%
1997	4.626	0.0%	2007	4.054	- 1.9%
1998	4.891	+ 5.7%	2008	3.696	- 8.9%
1999	4.836	- 1.1%	2009	3.877	+ 4.9%
2000	4.756	- 1.7%	2010	3.948	+ 1.8%

Source: Mackinac Bridge Authority.

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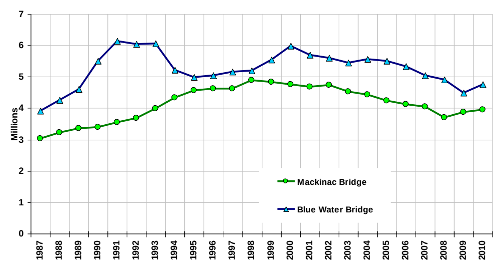
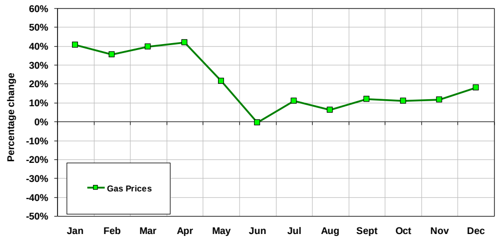
TRENDS IN TRAFFIC COUNTS ON SELECTED MICHIGAN BRIDGES



Source: Mackinac Bridge Authority; Blue Water Bridge Authority.

Michigan Tourism Outlook 2011 Michigan State University, Department of CARRS

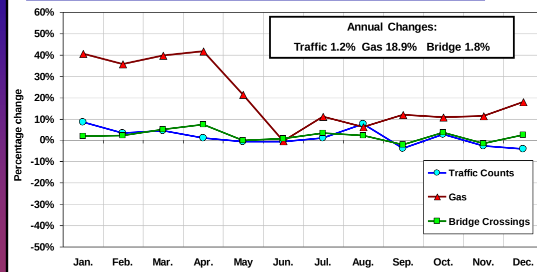
MICHIGAN TOURISM INDUSTRY INDICATORS: 2010 VS 2009 GAS PRICES



Source: AAA Michigan.

Annual Change:
18.9 %

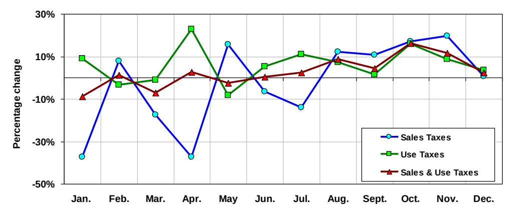
MICHIGAN TOURISM INDUSTRY INDICATORS: 2010 VS 2009 TRAFFIC, BRIDGE CROSSINGS & GAS PRICES



Source: Michigan Department of Transportation; AAA Michigan; Mackinac Bridge Authority.

SALES & USE TAX

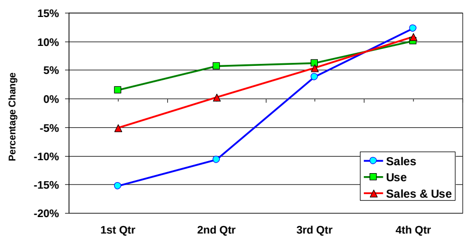
MICHIGAN TOURISM INDUSTRY INDICATORS: 2010 VS 2009 MONTHLY CHANGES IN HOSPITALITY TAXES (SIC 701)



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

Annual Changes:
Sales - 1.8% Use 6.1 %
Sales & Use 3.4%

MICHIGAN TOURISM INDUSTRY INDICATORS: 2010 VS 2009 QUARTERLY CHANGES IN HOSPITALITY TAXES (SIC 701)

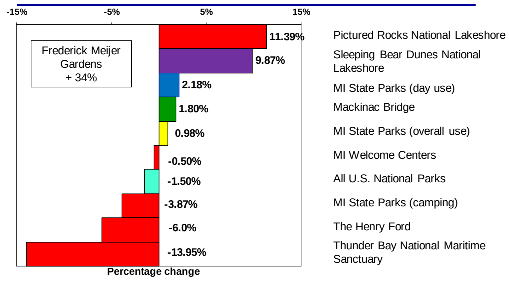


Source: Michigan Department of Treasury,
Office of Revenue and Tax Analysis.

Annual Changes:
Sales - 1.8% Use 6.1 %
Sales & Use 3.4%

VISITS TO ATTRACTIONS

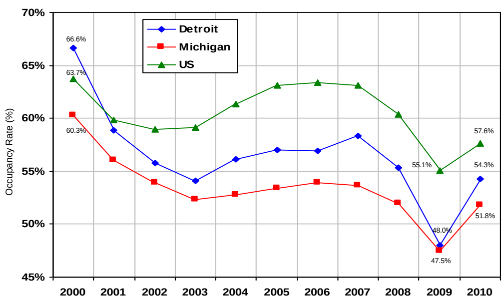
MICHIGAN TOURISM INDUSTRY INDICATORS: 2010 vs. 2009 TOURISM ACTIVITY INDICATORS



Sources: The Henry Ford; MI DNRE; US National Park Service.

HOTEL OCCUPANCY

HOTEL OCCUPANCY: US/MICHIGAN/DETROIT 2000-2010



Source: Smith Travel Research.

MICHIGAN TOURISM INDUSTRY INDICATORS 2010 VS 2009 HOTEL DATA

	Occupancy	ADR	RevPAR
USA	+5.7%	-0.1%	+5.5%
Michigan	+10.2%	-1.5%	+8.5%
Detroit	+14.2%	-5.2%	+8.2%

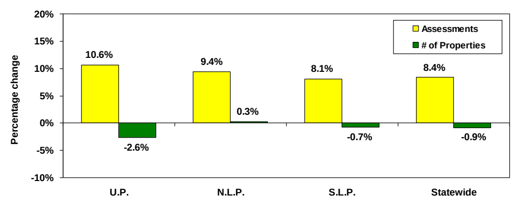
Michigan exhibited the *second biggest improvement* in end-of-year occupancy of any US state in 2010

Detroit exhibited the *biggest improvement* in end-of-year occupancy of the 25 largest US markets in 2010

Source: Smith Travel Research.

CVB TAXES & ASSESSMENTS

MICHIGAN TOURISM INDUSTRY INDICATORS: 2010 VS 2009 PERCENT CHANGE IN ASSESSMENTS AND PROPERTIES

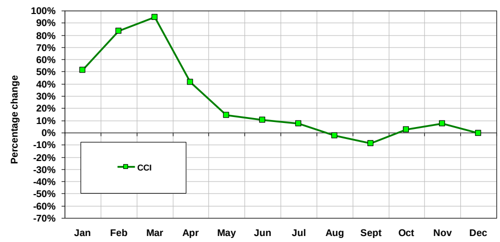


CVBs (Properties) Responding:
UP: 1 (302), NLP: 13 (382), SLP: 13 (678).

Source: 2011 Dept. of CARRS Survey of Assessments.

CONSUMER CONFIDENCE

MICHIGAN TOURISM INDUSTRY INDICATORS: 2010 VS 2009 CONSUMER CONFIDENCE INDEX



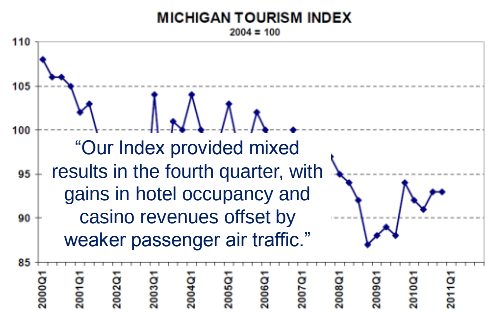
Source: The Conference Board

Annual Change: + 18.0%

SUMMARY OF MICHIGAN TOURISM INDUSTRY 2010 VS 2009 INDICATORS

- **Weather**: 2010 was drier (–11.5%) and warmer (+7.8%) than 2009
- **Travel activity**: up
  - statewide traffic counts up 1.2% (tourism traffic up 3.9%)
  - Mackinac Bridge crossings up 1.8%
- **Gas prices**: up 18.9%
- **Sales and use tax**: up 3.4%
- **Visits to attractions**: mixed
- **Hotel occupancy**: up 10.2% (up 14.2% in Detroit)
- **Assessments**: up 8.4%
- **Consumer confidence:** up 18.0%

COMERICA BANK MICHIGAN TOURISM INDEX, Q1 2000 – Q4 2010



"Our Index provided mixed results in the fourth quarter, with gains in hotel occupancy and casino revenues offset by weaker passenger air traffic."

Comerica Bank's Michigan Tourism Index

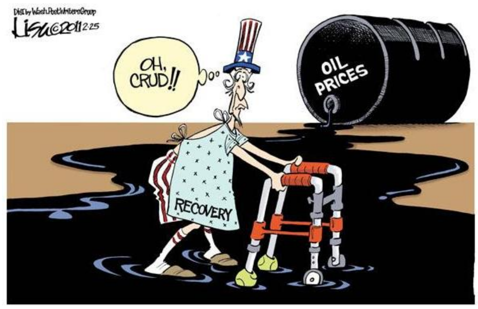
"Households and businesses are gradually become more willing to increase their discretionary spending as they sense the economy is experiencing a sustained, moderate expansion. Looking ahead, our Index should perform modestly better over the next several quarters, particularly if the state starts growing fast enough to begin generating increases in jobs."

- Dana Johnson, Chief Economist at Comerica Bank

Agenda

- Last year's projections
- U.S. economy
- Michigan economy
- Tourism trends
- Gas prices
- Michigan tourism forecast
- What to make of all this?

Every Great Presentation Needs a Theme



The "Brain Trust"

Participants in 2010 "Brain Trust" meeting:

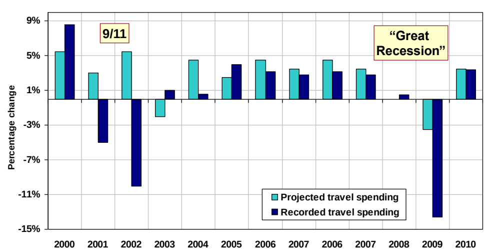
- Dr. Don Holecek
- Lori Langone
- Dave Lorenz
- Dr. Dan McCole
- Dr. George Moroz
- Dave Morris
- Dr. Sarah Nicholls
- Michael O'Callaghan
- Tracy Padot
- Dr. Annie Rummel
- Bill Sheffer
- Dr. Christine Vogt

HOW ACCURATE WERE MSU'S PROJECTIONS FOR MICHIGAN TOURISM IN 2009 & 2010?

	2009		2010	
	Projected by MSU	Actual data	Projected by MSU	Actual data
Travel volume	- 3-4%	- 0.9%	+ 2-3%	1.2%
Travel spending	- 3-4%	- 13.6%	+ 3-4%	3.4%
Travel prices	- 1-2%	-1.4%	+ 2-3%	+2%

Source: MSU Department of CARRS; Michigan Department of Transportation; Michigan Department of Treasury; Bureau of Labor Statistics.

HOW ACCURATE WERE MSU'S PROJECTIONS FOR MICHIGAN TOURISM OVER THE YEARS?

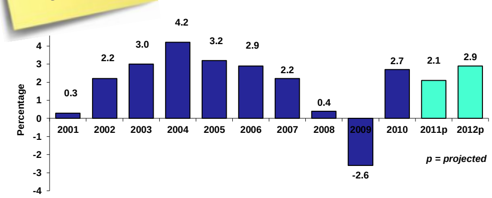


Source: MSU Department of CARRS; Michigan Department of Treasury.

U.S. Economy

GDP is expected to continue its modest growth

GROWTH OF REAL GDP - UNITED STATES



Source: RSQE - University of Michigan.

Stock market rebound
Those invested have confidence in their financial situation

Stock Market	Dow Jones Industrial Average	Nasdaq Composite	S&P 500
March 21, 2009	7,278	1,457	768
March 21, 2010	10,742	2,374	1,166
March 21, 2011	11,859	2,644	1,279
% change (from 2010)	**10.4%**	**11.4%**	**9.7%**
Record Highs	**14,164** *Nov '07*	**5,048** *Mar '00*	**1,565** *Oct '07*

Source: Yahoo Finance

Dollar is weaker than last year and expected to continue to slowly weaken further in the next couple years

Currency Exchange Rates
Per $1 U.S.

	Mar 18 2011	March 21 2010	% change	US $ is…	Value in 2000
Canada	.98	1.02	-4%	Weaker	1.46
Euro	.71	0.74	-4%	Weaker	n.a.
Pound	.62	0.66	-6%	Weaker	0.64
Peso	12.05	12.57	-4%	Weaker	9.36
Yen	81.03	90.51	-10.4%	Weaker	109.09
FRB Broad Index (Mar.)	97.09	102.10	-5%	Weaker	101.47

Source: Currencies - www.oanda.com; Federal Reserve Bank.

U.S. Unemployment

Slow improvement in rate, but no major job growth

Current Reading: 8.9

Source: The Bureau of Labor Statistics; TradingEconomics.com

CONSUMER CONFIDENCE INDEX

Stable, but not likely to return above 100 until employment rebounds

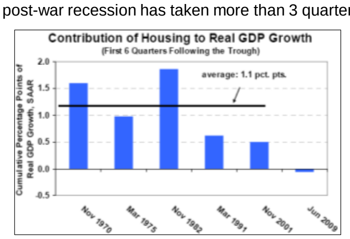
March 2010: 52.3

Current Reading: 70.4

Source: The Conference Board; TradingEconomics.com

Not your father's (or grandfather's) recession…

- Banks not lending & corporations not spending
- Real GDP finally reached pre-recession levels in Q4 2010…
  - …but it took 6 quarters from the time recession ended
  - No other post-war recession has taken more than 3 quarters

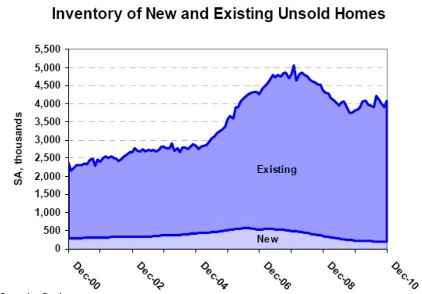


Source: Comerica Bank

Housing

Source: Comerica Bank

Housing



Source: Comerica Bank

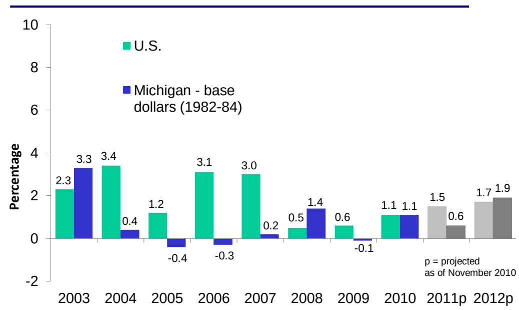
Housing

- January 2011 *(US Census; HUD; NAR)*
  - 2.7% increase in existing home sales *(1.8% in Midwest)*
  - 12.6% decline in US new home sales
    - 17.1% increase in new home sales in Midwest *(but down 25.5% from 2010)*
  - Pending home sales index down 2.8% *(down 7.3% for Midwest)*
  - Median home prices down 3.7% *(from Jan 2010)*
- Fewer people in Jan 2011 (than Jan 2010) believe housing prices will increase over next 12 months *(Fannie Mae)*
- Concerns about shadow foreclosures

Summary – US Economy

Positive Factors	Negative Factors
• GDP continues to grow	• Unemployment
• Stocks continue to rebound	• Housing
• Corporate profits are up	• Gas Prices
• Dollar is a little weaker	• Lingering uncertainty
• Recovery at the higher end	

GROWTH OF REAL DISPOSABLE INCOME UNITED STATES VERSUS MICHIGAN



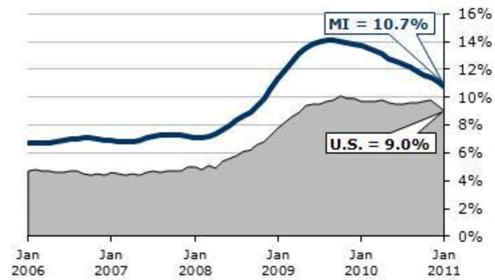
Source: RSQE - University of Michigan.

Unemployment	2011	2010	% Change
U.S.	**8.9%** (Feb)	**9.7%** (Mar)	**+7%**
Michigan*	**10.7%** (Jan)	**14.1%** (Mar)	**+24%**

*** Lowest unemployment rate in Michigan was 3.2% in March 2000**

Source: Bureau of Labor Statistics; Michigan Department of Labor & Economic Growth.

UNEMPLOYMENT RATES



Source: Michigan Department of Labor & Economic Growth

Michigan Unemployment

- 2010 Job Situation
  - Manufacturing Jobs: **+16,000**
  - Other Jobs: **- 22,000**
- Projected Net New Jobs
  - 2011: **6,300**
  - 2012: **48,000**
- Unemployment Forecast
  - 2011: **12.4%**
  - 2012: **11.5%**

To give perspective on job forecast:

Michigan lost almost 850,000 from 2001 to 2010

The Recession's Damage in Michigan?

- Loss of 850,000 jobs since 2001 (almost 1/5 of all jobs)
  - Loss of high paying blue-collar jobs
  - 2010 was a better year, but MI still lost over 34,000 jobs
  - Forecast for job growth:
    - 2011: 6,300
    - 2012: 48,000
- Lost population since 2000 (only state to lose population)
- Lower household incomes
- Flooded housing market
- Loss of tax revenues (local and state)

Hopeful signs

- Worst is behind us
- Auto industry is doing better than expected
- New industries (e.g., green energy)
- New tourism markets

GASOLINE PRICES
(Unleaded regular)

Current:	$3.58 (3/20/11)
Last Year:	$2.82 (3/20/10)
Projected Peak:	**$3.70 (Summer 2011)**

Source: AAA Michigan; GasBuddy.com; U.S. Energy Information Administration

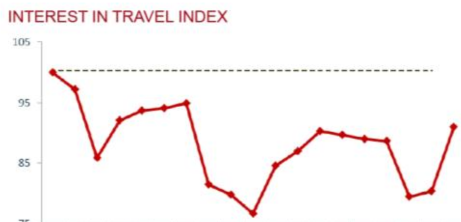
Evolving Tourism Markets

- Value seekers
- Older tourists (and multi-generational families)
- New out-of-state visitors
- Internationals
- Luxury tourists

Michigan Summary

- Worst seems to be behind us
- Michigan is a changed state
- Job growth (but slow)
- MI economy in recovery, but sluggish
- Recovery is different from others
- Recovery is segmented

USTA's Travel Dashboard



	Mar 07	Apr 07	Jun 07	Aug 07	Oct 07	Dec 07	Feb 08	Apr 08	Jul 08	Oct 08	Feb 09	Apr 09	Jul 09	Oct 09	Feb 10	Apr 10	Jul 10	Oct 10	Feb 11
TSI	100	97.2	85.9	92.1	93.7	94.1	94.9	81.5	79.8	76.7	84.6	87.0	90.3	89.7	89.0	88.7	79.5	80.4	91.0

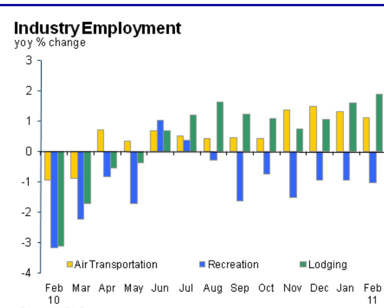
Source:

USTA's Travel Dashboard

	Mar 07	Apr 07	Jun 07	Aug 07	Oct 07	Dec 07	Feb 08	Apr 08	Jul 08	Oct 08	Feb 09	Apr 09	Jul 09	Oct 09	Feb 10	Apr 10	Jul 10	Oct 10	Feb 11
TSI	100	96.2	89.4	91.1	91.1	90.0	93.0	82.4	78.3	78.2	90.2	89.1	92.1	90.5	91.0	90.4	86.7	87.2	95.2

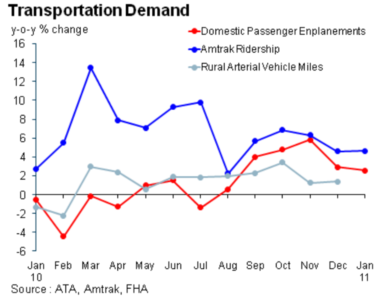
Source:

USTA's Travel Dashboard



Source: BLS

USTA's Travel Dashboard



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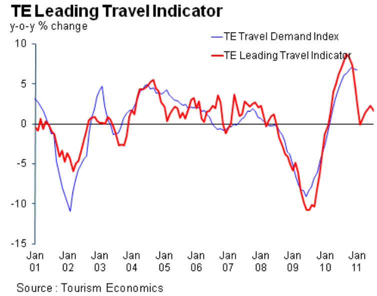
USTA's Travel Dashboard



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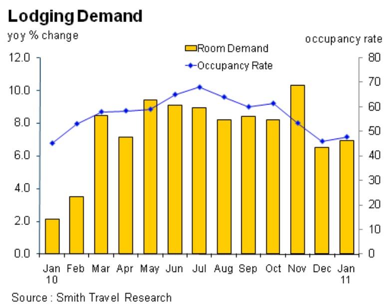
USTA's Travel Dashboard



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8 Tourism Trends

- Tourism recovery is outpacing the rest of the economy
- Business travel is rebounding nicely
- "Haves" and "Have-nots"
- Recovery led at the higher end
- It's now less distasteful to spend
- The "New Frugality" has taken hold (people are still seeking value)
- Demand is back –pricing is not (volume/occupancy rebounding faster than prices)

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A Few Tourism Opportunities

- 40 million Americans are undecided whether to take leisure trip in next 6 months (room to convince them)
- Expected growth in international visits
- Let's not just focus on promotion

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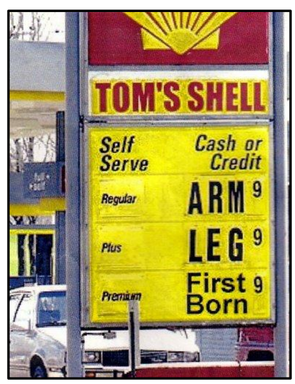

Gas Prices

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Fuel Prices difficult to predict for this summer

Event	Effect on This Summer's Gas Prices
Economic recovery	↑
Events in Middle East	↑
Disasters in Japan	↓

If unrest spreads to Saudi Arabia, all bets are off

If prices are higher, will people travel less in Michigan?

- Substitution effect
  - "Let's put off our driving trip to Grand Canyon this year"
  - Airline prices are higher too
- How much more expensive will it be to drive this year?

How much more expensive will it be to drive this year?

Added expense (over last year) of travel to and from Mackinac Bridge in a vehicle that gets 20 mpg…

Last summer's average price: $2.63/gal.

	At $3.50/gal.	At $4.00/gal.
Grand Rapids, MI	$20	$32
Detroit, MI	$25	$40
Chicago, MI	$35	$56
Columbus, OH	$40	$63
Indianapolis, IN	$42	$66

Is this added cost enough to keep people from taking a trip?

Is this added cost enough to keep people from taking a trip?

Probably not

- Vacations are increasingly considered to be a right
- Most of the tourism recovery is toward the higher end anyway
- Gas prices will cause some people to drop out, but substitution will likely make up for it
- If the weather's good, they'll come
- If the weather is not good, take away gas prices as an excuse (incentives)

The bigger concern with higher gas prices is that they slow the recovery

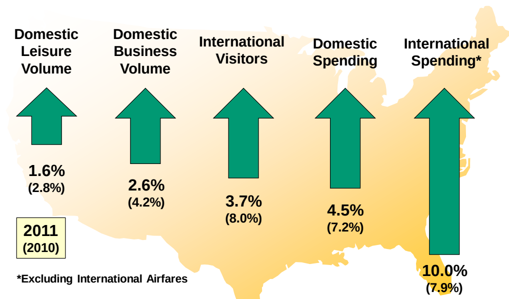
But perception is reality

- The media tends to emphasize the negative parts of high gas prices.

- Can the industry change the story so gas prices aren't an excuse not to travel?
  - Communicate the actual additional cost
  - Gas related incentives

Forecast

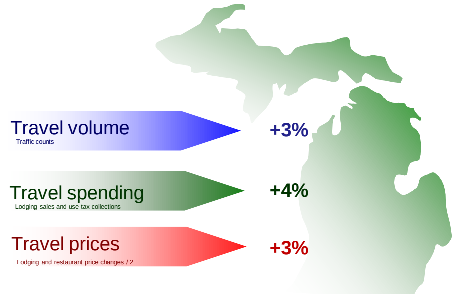
FORECAST FOR U.S. TRAVEL IN 2011



*Excluding International Airfares

Source: United States Travel Association (Annual Travel Forecast)

MSU GROWTH PROJECTIONS FOR MICHIGAN TOURISM IN 2011



Regional Revenue Projections and Actual Assessments – (CVB Survey Results)*

	2010 Projections	2010 Actual	2011 Projections
Upper Peninsula	-3.5%	+10.6%	+4.8%
Northern Lower P.	-4.3%	+9.1%	+5.0%
Southern Lower P.	+1.5%	+8.1%	+2.3

* Not all CVBs reported and results weighted by CVB scale

THE WILD CARDS

- Gas prices & unrest in N. Africa and Middle East
- Too many events that cause uncertainty, lead to downturn in stock markets market
- The Economy
  - Housing (and continued foreclosures)
  - Energy prices
  - Inflation/deflation
- Terrorism
- Weather variability

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