



METRO DETROIT TOURISM BAROMETER

Get In The Game

November '06 Tourism Indicators <small>Figures represent the tri-county area</small>	Year over Year Comparisons						
	October 2006	November 2006	November 2005	Percent Change	November YTD 2006	November 2005	Percent Change
Hotel Industry							
Occupancy Rate	58.5%	52.4%	55.5%	-5.6	58%	58.1%	-.2
Daily Room Rate	\$86.41	\$82.50	\$80.09	3	\$86.38	\$80.09	7.9
Transportation							
Airline Passenger Arrivals (Domestic)	1,384,555	1,351,542	1,287,474	5	15,194,423	15,389,294	-1.3
Airline Passenger Arrivals (International)	138,943	104,525	104,996	-4	1,403,585	1,448,142	-3.1
International Border Crossings (Bridge/Tunnel)	921,775	1,215,975	1,230,815	-1.2	13,856,571	14,033,106	-1.3
Checker Sedan (Taxi Rides/Airport Transport)	89,106	90,806	90,766	--	1,056,156	1,059,156	-.3
Attendance at Top Attractions <small>(The Henry Ford, Detroit Zoo, Detroit Institute of Arts)</small>	230,845	119,822	126,603	-5.4	2,495,575	2,526,995	-1.2

Recent Conventions & Events

For convention and event information, click on visittdetroit.com

February Events

- Black History Month, Charles H. Wright Museum of African American History (2/1-2/28)
- Celebrate Black History at The Henry Ford, The Henry Ford (2/1-2/28)
- Black History Month at the DIA, The Detroit Institute of Arts (2/1-2/28)
- Detroit's Winter Blast, Campus Martius (2/9-2/11)
- Smucker's Stars on Ice Tour, Palace of Auburn Hills (2/9)
- The 49th Annual Detroit Boat Show, Cobo Conference/Exhibition Center (2/10-2/18)
- The Longhorn World Championship Rodeo, Palace of Auburn Hills, (2/16-2/18)
- Branford Marsalis, Max M. Fisher Music Center (2/22-2/24)
- Josh Groban Awake - Tour 2007, Palace of Auburn Hills (2/23)
- Classical Roots Gala, Max M. Fisher Music Center, (2/24)

Conventions

- Michigan Boating Industries Association Annual Detroit Boat Show (2/9-2/19)
Attendance: 80,200 Direct Spending: \$ 22,094,500
- Michigan Department of Career Development Center for Career and Technical Advancement (2/11-2/13)
Attendance: 1,500 Direct Spending: \$ 637,200
- Michigan Pharmacists Association Annual Convention and Exhibition (2/15-2/18)
Attendance: 2,000 Direct Spending: \$ 1,444,500
- Detroit Catholic Charismatic Renewal Amazing Grace (2/16-2/18)
Attendance: 3,000 Direct Spending: \$1,523,200
- Nation of Islam-The Saviors Day (2/21-2/26)
Attendance: 33,000 Direct Spending: \$13,911,300
- Michigan Democratic Party Winter Convention (2/23-2/24)
Attendance: 1,200 Direct Spending: \$361,200

TOURISM ECONOMIC DEVELOPMENT COUNCIL

(TEDC) Highlights



The TEDC Ambassador Hospitality Training Program continues to improve Detroit's hospitality and transportation workers and volunteers' customer service skills and knowledge about metro Detroit. In January the Michigan Works Incumbent Worker Grant allowed employees to participate in the training free of charge. During the past two years, more than 1,000 hospitality workers, and 2,000 transportation workers enhanced their customer service skills and knowledge of the area by completing the program.

The Freeway Maintenance Taskforce, a committee formed in partnership with the Michigan Department of Transportation, met for the first time in January. Consisting of local government officials, community-based affiliates and experts in the field of litter prevention and freeway maintenance, the committee will gather data on the causes and responses to freeway litter in metro Detroit and develop a set of recommendations to address the ongoing problem. Ultimately, the Freeway Maintenance Taskforce will provide momentum for new cleanup and community improvement projects in metro Detroit.

TOURISM SUMMARY

Based on the November 2006 year to date travel indicators, metro Detroit tourism performance was slightly below that of 2005 in a number of categories including air travel to the area, international border crossings and attendance at major attractions. On the positive side, the average room rate increased over the same period by 7.9 percent and hotel revenue was up by 7.4 percent.



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