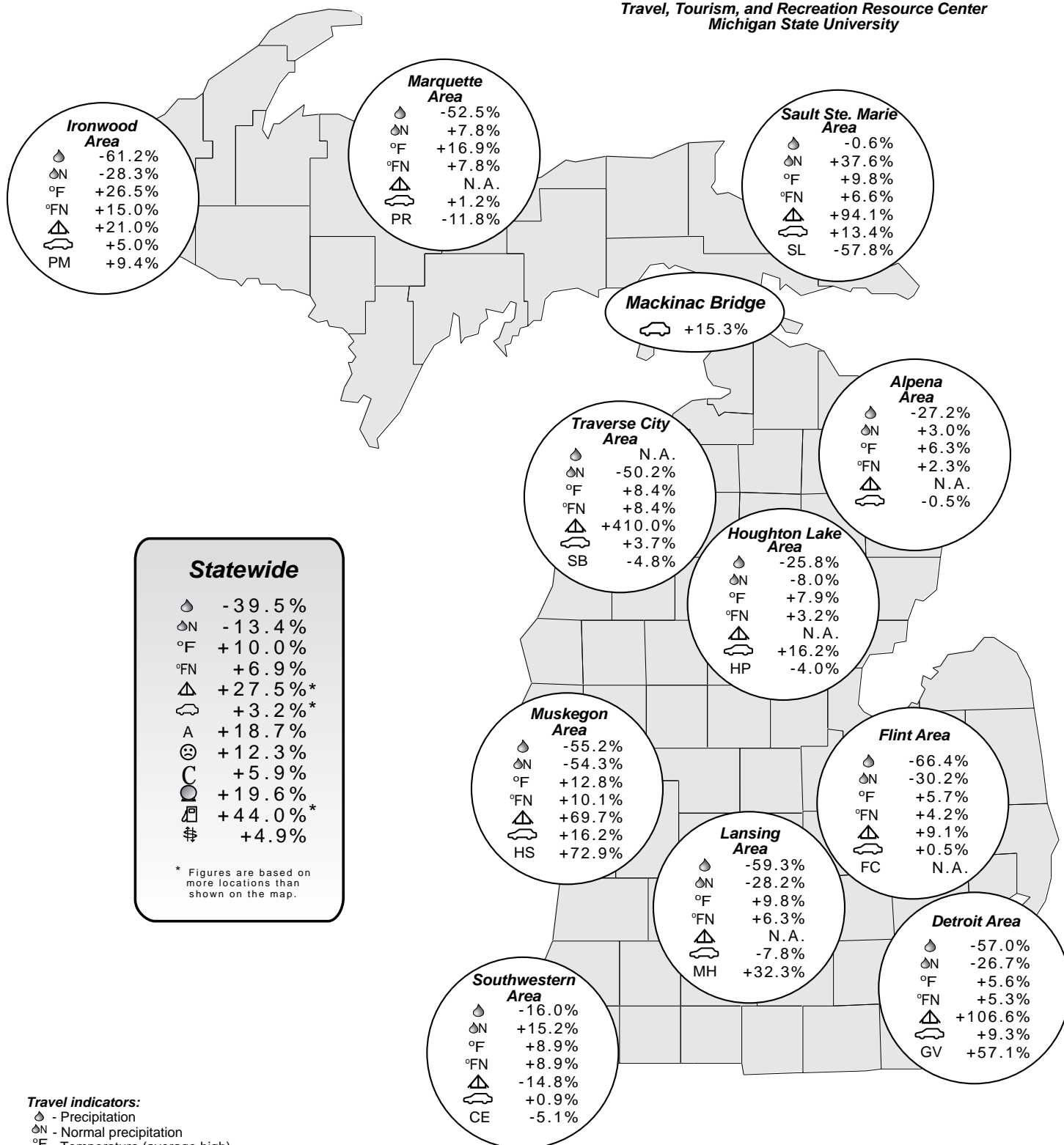


# Michigan Travel Indicators January 2000 vs. January 1999

Travel, Tourism, and Recreation Resource Center  
Michigan State University



## Travel indicators:

- ☔ - Precipitation
- ☔N - Normal precipitation
- °F - Temperature (average high)
- °FN - Normal temperature
- △ - Number of overnight stays at state parks
- 🚗 - Highway traffic counts
- A - Attendance at attractions
- ⊖ - Consumer Confidence
- ⊕ - Present Situation
- 📊 - Expectations
- 📄 - Gasoline prices
- 💵 - Exchange rate (US\$/CAN\$)

## Selected attractions:

- CE - Cook Energy Information Center
- FC - Flint Cultural Center
- GV - Greenfield Village & Henry Ford Museum
- HP - Hartwick Pines State Park
- HS - P.J. Hoffmaster State Park
- MH - Michigan Historical Museum
- PM - Porcupine Mountains Wilderness State Park
- PR - Pictured Rocks National Lakeshore
- SB - Sleeping Bear Dunes National Lakeshore
- SL - Soo Locks

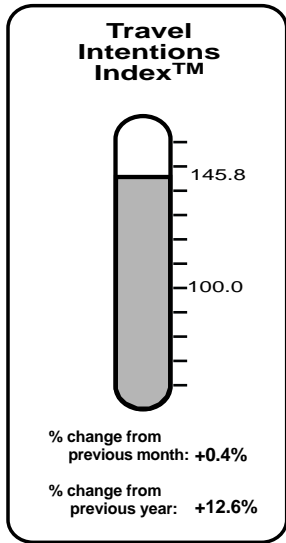
Data sources: Michigan Departments of Transportation and Natural Resources (Parks and Recreation Bureau); managers of selected tourist attractions in Michigan; Conference Board; Federal Reserve Bank of New York; Mackinac Bridge Authority; Michigan AAA; Midwestern Climate Center.

## Comments

by Charles Shih, Lori A. Martin, and Donald F. Holecek

Statewide highway traffic volume in January 2000 increased 3.2% compared to January 1999. Increases occurred in most areas we monitor with the exception of Alpena (-0.5%) and Lansing (-7.8%). Mackinac Bridge crossings increased by 15%.

This January was drier and warmer than last January. Statewide precipitation was 40% lower, and the average temperature was 10% higher than January 1999. Overall attendance increased 18% at ten selected tourist attractions. State park overnight stays during January also increased 28%. State park overnight stays showed substantial percentage increases in Traverse City (410%), Sault Ste. Marie (94%), and Detroit (107%). However, the large percentage increases in Traverse City and Sault Ste. Marie were a result of small increases in the small numbers of campers in this off-peak season.



**Travel Forecast** by Charles Shih, Lori A. Martin, and Donald F. Holecek

In January, aggregate traffic volume registered an increase of 3.2%, which is slightly lower than the 4% that we forecasted for the year 2000.

The U.S. economy remained strong during January. The Present Situation Index (PSI) increased 6%, the Expectations Index (EI) increased 20%, and the Consumer Confidence Index (CCI) increased 12%. The Michigan Travel Intentions Index™ for January is 145.8, which is 13% higher than last January.

Due to OPEC's agreement to limit oil production, gas prices were 44% higher than January 1999. The U.S. dollar was 5% weaker in 2000 than it was in 1999 compared to the Canadian dollar; however, the U.S. dollar remains strong at an exchange rate of \$1.45 Canadian per U.S. dollar.

We would like to acknowledge the assistance of Chang Huh in preparing this report.

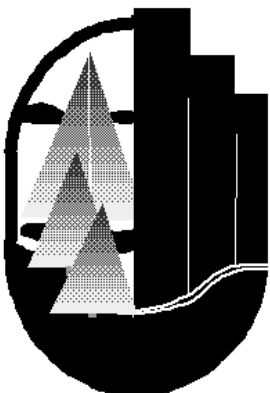
We would also like to acknowledge the financial support of the Michigan Agricultural Experiment Station and Michigan State University Extension.

Please note: You may contact Lori Martin or Charles Shih with questions regarding the methodology employed in producing this report.

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