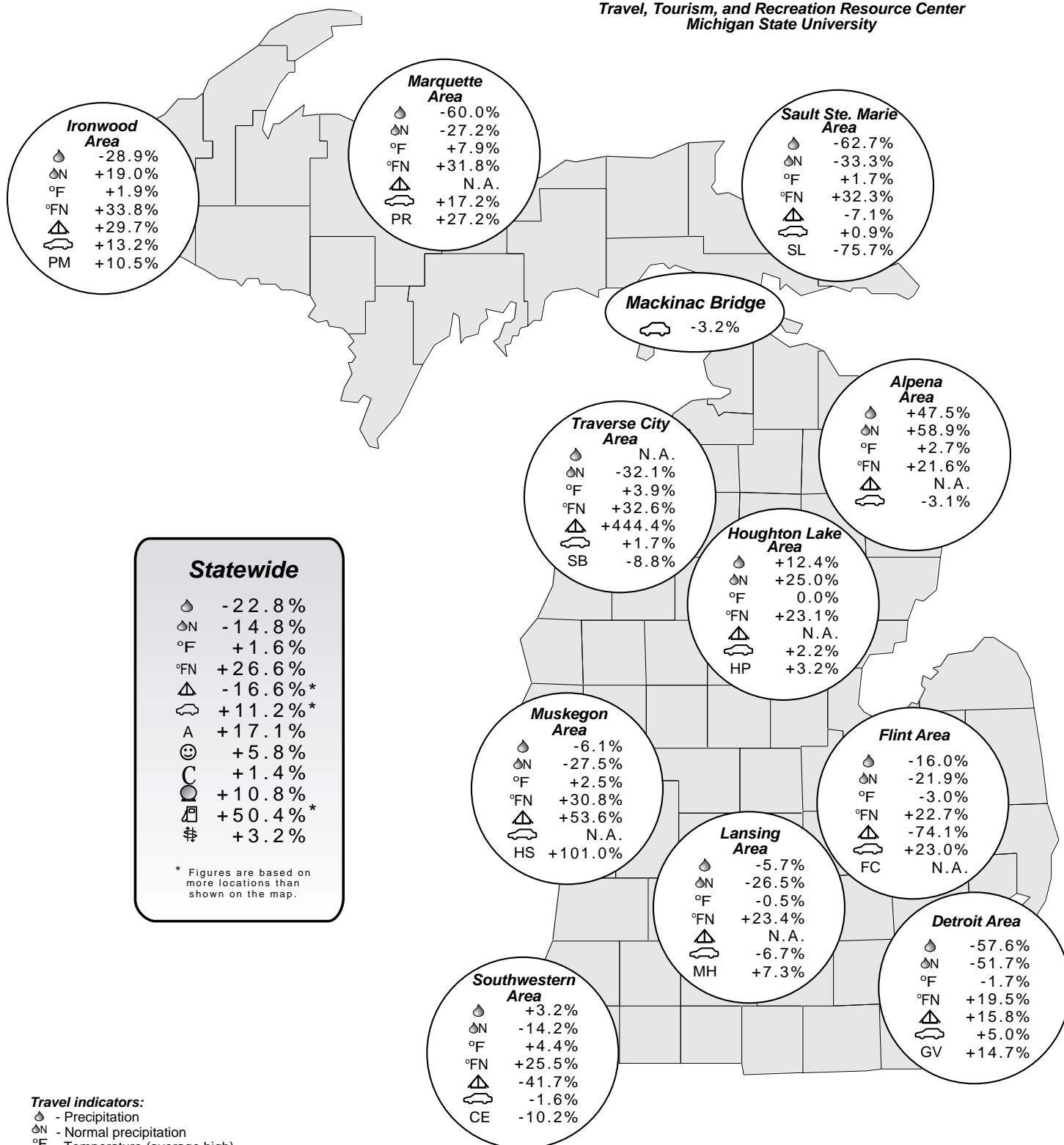


Michigan Travel Indicators February 2000 vs. February 1999

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

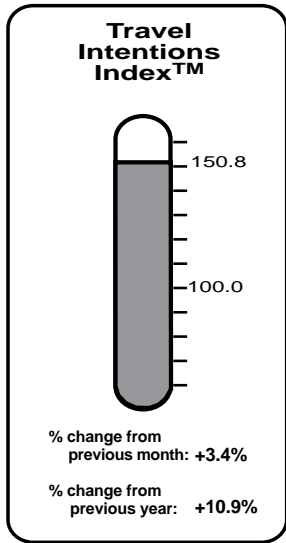
Data sources: Michigan Departments of Transportation and Natural Resources (Parks and Recreation Bureau); managers of selected tourist attractions in Michigan; Conference Board; Federal Reserve Bank of New York; Mackinac Bridge Authority; Michigan AAA; Midwestern Climate Center.

Comments

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

In February, statewide traffic volume increased 11% compared to last year. Increases occurred in most monitored areas throughout Michigan except Alpena (-3%), Lansing (-6.7%), and the Southwestern area (-1.6%). Mackinac Bridge crossings declined 3% from last February.

Total precipitation was 23% lower than February 1999 and 15% lower than normal. The average high temperature was 2% higher than last February and 27% higher than normal. Overall attendance at selected tourist attractions registered a 17% increase compared to last year. Aggregate state park overnight stays decreased 17%, but several locations registered increases. The 444% increase in the Traverse City area is attributed to a small increase in the small number of campers in this off-peak season.



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

Statewide traffic volume in February 2000 increased 11%, which almost triples the 4% increase we predicted for the year 2000.

The Consumer Confidence Index, Present Situation Index, and the Expectations Index in February increased 6%, 1%, and 11% respectively. The Michigan Travel Intentions™ Index in February 2000 was at 150.8, an increase of 3% from the previous month and 11% from February 1999.

Average gas prices were 50% more expensive than last year, a substantial increase. Climbing gas prices may cause concern for tourist destinations, especially those that cater to day-trippers. The U.S. dollar was 3% weaker than it was in February 1999 compared to Canadian dollar. However, the U.S. dollar is still relatively strong bringing \$1.45 Canadian per U.S. dollar.

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

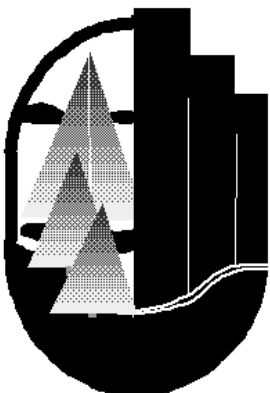
We would also like to acknowledge the financial support of the Michigan Agricultural Experiment station and Michigan State University Extension.

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

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 172 Natural Resources Building, Michigan State University, East Lansing, MI 48824-1222
 Phone: (517) 353-0793, Fax: (517) 432-2296
 E-mail: dholecek@msu.edu; marti362@msu.edu; shrjuany@msu.edu
<http://www.tourismcenter.msu.edu/>

East Lansing, MI 48824-1222
 Michigan State University
 172 Natural Resources Building
 Travel, Tourism, and Recreation Resource Center



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